

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
185 Madison Avenue, New York City

VOL. CI

NEW YORK, NOVEMBER 8, 1917

No. 6



DR. JOHN R. MOTT

## Why We Believe in the Y. M. C. A. \$35,000,000 Fund

By John R. Mott

THE National War Work Council of the Y. M. C. A. at a recent meeting in the Bankers' Club in New York, attended by a remarkable body of foremost laymen and citizens from all parts of America, unanimously recommended the raising of \$35,000,000 to serve the men of the armies and navies of the United States and of certain of her Allies, such as Russia, France and Italy, as well as the prisoners of war throughout the war

zones, for the period ending June 30, 1918. The spirit of highest patriotism and the dictates of soundest military strategy and business judgment combined to influence this significant action.

\$35,000,000 is needed because of the vast number of men to be served. Before next July the American Army and Navy will in all probability include 2,500,000 men. The Association is also called upon to extend its work throughout

(Continued on pages 42 and 43)



## The Standard Farm Market

(Over 1,100,000 Farm Homes)

for

### The Auto Accessory Manufacturer

The increasing cost of farm products has decreased the purchasing power of the city man.

It is therefore impossible for him to buy automobiles, tires and accessories as rapidly as formerly.

The Standard Farmers, who are receiving big prices for their products, are big buyers of autos and accessories because they put them to a *practical* as well as a pleasurable purpose.

The farm labor shortage is great and growing. Larger crops must be produced. Time must be saved.

During the war, Standard Farmers will *buy more cars—*

*and use cars more—than ever before.*

But they prefer cars equipped with *known* accessories, and the auto manufacturers know this.

The heavier and harder use of cars will necessitate a greater and more frequent replacement. It will pay the auto accessory manufacturer to cultivate this market.

The Standard Farmers are close students of their business and careful readers—they understand technical explanations. They grasp your point quickly.

The farmers' income for 1917 can be conservatively estimated at Three Billion Dollars more than the average year.

## The Standard Farm Papers

Cover the Standard Farm Market and are subscribed for by over 1,100,000 Standard Farmers. Automobile and allied industries invested in 1916 in this market \$454,000.

**The Farmer, St. Paul**

*Established 1882*

**The Ohio Farmer**

*Established 1848*

**The Michigan Farmer**

*Established 1843*

**Prairie Farmer, Chicago**

*Established 1841*

**Pennsylvania Farmer**

*Established 1880*

**The Breeder's Gazette**

*Established 1881*

**Hoard's Dairyman**

*Established 1870*

**Wallaces' Farmer**

*Established 1895*

**Progressive Farmer**

*Established 1886*

**Birmingham, Raleigh,**

**Memphis, Dallas**

**The Wisconsin Agriculturist**

*Established 1877*

**The Indiana Farmer**

*Established 1845*

**Pacific Rural Press**

*Established 1870*

GEORGE W. HERBERT, Inc.  
*Western Representatives*  
Conway Building, Chicago

WALLACE C. RICHARDSON, Inc.  
*Eastern Representatives*  
381 Fourth Ave., New York City

The Standard Farm Papers represent over one million one hundred thousand money makers

All Standard Farm Papers are members of A. B. C.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CI

NEW YORK, NOVEMBER 8, 1917

No. 6

## The Busted Law of Supply and Demand

Price Fixing Puts Business on Rations—How Much of the Old Way of Doing Things Will Go to the Scrap Heap?

By James H. Collins

SHORTLY after the Food Law was passed, in August, the President appointed a big price-fixing committee to determine what should be paid for wheat. The members stood one noon in front of the Food Administration building in Washington. They were representatives of both the producer and the consumer, and with them a number of gentlemen who might be considered as referees—for the meetings of this committee were battles from start to finish.

An anxious outsider went from man to man asking a question. He was a wholesale grocer whose whole business experience lay between these two groups of producer and consumer, and his question was:

"What are you going to do about the law of supply and demand?"

Nobody had an answer.

The producers' representatives had their thoughts fixed on \$3 a bushel for wheat, and the consumers' representatives were as determined to hold it down below \$2. Lacking the daily business experience of the law of supply and demand that comes to a distributor who follows it in fractions of a cent fluctuations, they either shook their heads silently or jocularly referred him to "some of the college professors."

To-day, this wholesale grocer knows what has been done with

the law of supply and demand.

It has practically been relegated to the scrap heap for the period of the war in many industries, because it proved to be an inadequate piece of machinery for the heavy strains of war production and consumption. Something more effective had to take its place, and this new something is a system of rationing commodities. Until it is understood, one cannot fully comprehend what our Government is trying to do.

As a classic instance of how the law of supply and demand has broken down under war strains, let us take the wheat crop of 1916.

Farmers received for that crop anywhere from \$1 to \$1.60 per bushel, selling the bulk of it early in the harvest year. Within six months the price of flour had risen to \$15 or more per barrel, representing a difference of fifty cents to one dollar per bushel of wheat. There was no Government regulation of the price in either wheat or flour. The good old law of supply and demand had every opportunity to perform its functions, but it promptly broke down. Something like two hundred and fifty million dollars difference between the price of wheat paid to the farmer and the price of flour charged the consumer went into the pockets of—whom? Wicked speculators? They have been called that. But as a matter

of fact this money represented markings up of prices by perhaps a quarter of a million millers, manufacturers and distributors, swept helplessly along by a run-away market.

There was wheat enough in the country to more than feed the American people and allow a generous export balance for Europe if it had been subjected to price control—that is, a system of Government rationing. We should have gotten our flour and bread at prices based on what was paid to the farmer for wheat, plus legitimate milling and other costs, and Europe would have gotten wheat on the same basis.

#### STEEL UNREGULATED

Another instance of how quickly the law of supply and demand breaks down in the crazy seller's market of war times, is found in the steel business.

When we declared war last April it was predicted that our Government would require not more than five per cent of our steel output. But as the gigantic preparations went on, this proportion was raised to ten, fifteen, and twenty per cent, with predictions of fifty or sixty per cent. By mid-summer, steel buyers practically made a run on the mills exactly like that of a run of depositors upon a bank. To get steel, they bid up prices in jumps of \$5 a ton, and it was not in human nature for sellers to withstand the temptations of such a market. Buyers who had contracted for steel at a given price months before found themselves unable to secure deliveries when the day arrived. Their steel had been sold to eager bidders at double the contract price, and they were put off with vague explanations about the scarcity of labor, inability to secure coke and similar excuses.

The American business man understands this situation much better now than he did six months ago, but there is still much that he must learn about it in the months to come.

His attitude to the price fixing and Government regulation is still somewhat that of a pampered buyer. He speaks of Government control as "Government interference," and critically examines the details of each new plan announced with a determination not to patronize the Government plan unless it pleases him. Moreover, he is apt to take the local trade view of every adjustment, looking at it from the standpoint of his own business, and this handicaps not only the Government, but himself. If he will consider the fundamentals of the situation, things should be easier for everybody concerned.

These fundamentals are simple enough.

First: Consumption has increased far beyond possibilities of production, so that there is not enough of anything to go around.

Second: The law of supply and demand, which acts as a balance wheel in normal times when there is enough of everything to go around, and usually a surplus, has utterly broken down.

Third: Therefore, it becomes necessary to line up the innumerable industries and trades, ascertain what each can actually get along with, ration out the supplies where the need is most urgent, and let the others go without.

To add to the confusion of this rationing process, we have a state of war, which multiplies the need of industries hardly heard of in times of peace, and many industries which loom large in normal times must be checked or even abolished.

It used to be said, before the realities of war changed our view, that we needed no standing army, because a million farmers, each armed with a shot-gun (and a Ford automobile!) would spring up in an hour to meet any invader. In military matters we know better now.

But the American business man is still inclined to think that he can combat irresistible new economic forces with a shot-gun.



## TRUTH—WELL TOLD

The Associated Advertising Clubs whose motto is "TRUTH", has shown its *national* character by selecting San Francisco as its convention city for 1918.

The H. K. McCann Company, whose motto is "Truth Well Told", demonstrated its national scope and character when it established an organization at San Francisco five years ago.

The Pacific Coast is important to every national advertiser—to every manufacturer seeking a national market. It is growing more important every year.

Through our Pacific Coast organization we know the West. Through our organizations, East and West, we render any client a service that is *national* in every way.

*Our book "Advertising Service" will be sent to interested parties on request*

### THE H. K. McCANN CO.

Cleveland 61 Broadway, New York Toronto  
IN SAN FRANCISCO  
461 Market Street

His whole business experience is based on times of peace. Then there are forces like competition at work, which he meets effectively with skill and enterprise. His ability to continue in business and make money and grow against such peace-time forces, has come to be regarded by him as a rating of ability.

But the forces at work now are so gigantic and so unfamiliar that it is hopeless for him to try to meet them with the old weapons—if he were allowed to persist in his effort they would destroy him.

Salvation lies in taking the broad, national view of these great war adjustments, and working to bring out all the facts about one's own business, so that the adjustment process may be facilitated.

#### RATIONING IN THE WHEAT MARKET

The first commodity upon which a price was fixed was wheat, and therefore it offers the best field in which to study the effects of price fixing. There happens to be a very illuminating contrast in the wheat situation.

Wheat is bought from the farmer by two different classes of distributors. First: The local flour miller purchases grain to grind for the needs of his customers, who may be the people in a single township, or, those in several counties, or a whole state.

Second: There are the grain buyers with country elevators, who take wheat for shipment to terminal markets and seaports.

The Food Law drew a sharp line between these two distributors. Its regulations lowered the margin of profit on a bushel of wheat to a point which the elevator men insist is below their cost of doing business, and the shortage of wheat this year, with urgent demand for flour, led the local flour millers to offer the highest price sanctioned by the Government. The flour millers had to have grain, and when the new crop began to come in from the farms they took it all, leaving the elevator man nothing.

That led the flour miller, of course, to declare that Food Administration was a fine thing, and secured his hearty co-operation.

But the poor grain buyer, with an empty elevator, facing not only the difficulty of a disappearing margin upon which to conduct his business, but also the added complexities of Uncle Sam's new wheat grading laws, which happened to be coming into use at this critical time, could see nothing in Food Administration but stark, black ruin.

The reaction of these two groups of business men to the new conditions seems to furnish a lesson for men in many other trades who will be confronted with similar conditions, as our great price fixing and rationing processes go on.

First: The millers tried all the sly little dodges that they could think of to get around the corners of the Food Law. Being held to strict rations of wheat, based on the flour their mills had ground and sold in previous years, they tried to stretch the measure by hunting up every little flour mill round about that had been lying idle and leasing it as a basis for getting a bigger share of business. But the Food Law, of course, has teeth, and it is being administered by grain men who know every trick of the trade, old and new, so these ingenious schemes have been or will be checkmated.

Others yielded to the temptation of paying secretly more than the Government prices for wheat during the period when supplies were slender, but they were promptly reported to the authorities, and may pay the penalty of losing the Government licenses.

When it was seen that the law is unbeatable, the millers settled down to make flour and play the game with all the cards on the table. The Food Law allows them a profit of twenty-five cents per barrel of flour. It was freely predicted that this profit would soon disappear in the heat of competition. But nothing of the sort happened. There was no selling



THE  
OF THE EARTH  
THE SUBSCRIBERS  
TO NEEDLECRAFT  
OVER ONE MILLION  
OF THEM

competition, for one thing, because flour was sold in an eager buyer's market. And for another thing, the millers quickly learned to like stability in their industry. Instead of complex calculations to make a price that would land a contract, and then other calculations in getting the wheat and hedging their raw material on the nearest grain exchange, they were able to turn all their attention to production, secure in the knowledge that every barrel of flour that went out brought its fixed profit. At this writing the millers are not only satisfied with wheat control, but are already beginning to wonder what they will do when peace comes, and the old conditions must be faced.

Now, the grain buyers reacted differently, which was only to be expected, for they faced very different conditions.

Six weeks after the Food Law went into effect they met in their regular annual convention at Buffalo. Their trade sentiment was cut squarely in two, expressed on the floor of the convention by speeches in which they pledged themselves to patriotic support of the food administration, and the country, and the war, but tempered by all manner of whispered grumbling in the outer corridors of the convention hall. There was good reason for grumbling, for they could see no silver lining to the dark cloud of the future. It looked as though the Food Law had exterminated their trade.

#### THE PATRIOTS WHO SAVED THE DAY

There were a few men in the trade, however, who looked for the broader aspects of the situation. These men saw that wheat must flow into the country elevators as soon as the country mills had secured their rationed supplies. They knew that wheat must move to the terminals and seaports, because one of the fundamental purposes of the Food Administration is to secure supplies for our Allies. They also

realized that all the details of a system so far-reaching as that of wheat control could not be planned exactly on paper in advance—that there must be discrepancies here and there calling for further adjustment after the plan had been put into operation. Therefore, they took steps immediately to ascertain the real facts in the case, disregarding the fears and grumbings, and to bring these facts clearly before the Food Administration. There is now every probability that the grain dealers will not only continue their business, but that when the new order of things has a chance to demonstrate its value they may like it just as much as the flour millers.

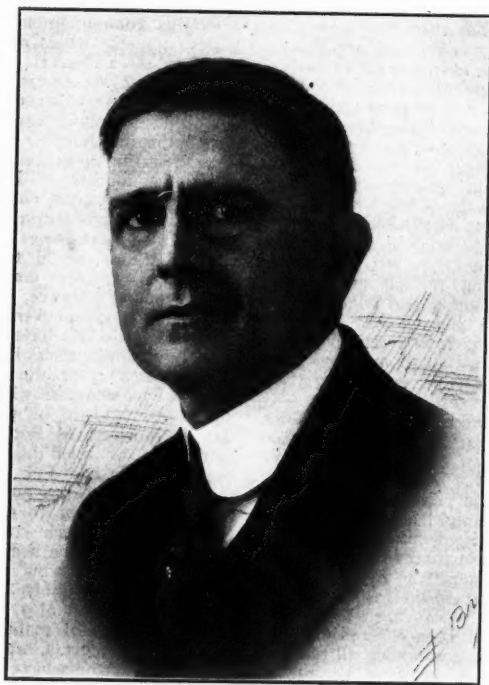
These illustrations may not seem to bear upon the commodities in which readers of *PRINTERS' INK* deal. Yet they do, nevertheless. *For the rationing processes must continue until they involve practically every specialty in business, along with the basic staples.* Prices are being fixed on the basic staples, wheat, steel, coal, etc., because these are most easily located and regulated.

Price fixing has been compared to toppling over the first domino in a row. The minute one price is touched it affects every price, not only in that single commodity, from the basic staple to the trademarked carton in the retail store, but affects allied commodities. Price fixing for wheat affected not only flour and bread, but the price of farm implements, shoes, and clothing, and the wages of the farm hand, and the munition worker.

There is a tendency among business men for each to stand isolated, as a single domino in the row, and resent the push that comes from the next domino, and to pass along this unpreventable force to the fellow down below in the line, with acceleration, if he can.

But, really, nobody can be a solitary domino in these new conditions. It is necessary to take a broad view of the whole line.

The Brooklyn Standard  
Union announces the  
appointment of



Mr. Roger J. O'Donnell  
as Manager of its Foreign  
Advertising Department—  
At your service.



Let the business man look beyond the local situation in his own industry or trade, and watch what is happening to trade and industry as a whole, and the nation, and the world. Let him set aside apprehension and resentment, and seek for the honest uncolored facts that affect him. Let him understand that price fixing and rationing are no mere academic experiment of the Government, but that they represent the honest effort of our Government to adjust itself to forces that are gigantic, and outside of precedent, and what is even more important, to remember, *impersonal* forces, like gravity or electricity. Most of the delay and difficulty in making adjustments are due to the fellow who persists in thinking that somebody is to blame. The truth is that nobody is to blame.

According to the intelligence, and willingness, and honesty with which we make these war time adjustments to the rationing system, so we shall prepare ourselves for what is coming after the war.

Again the wheat situation offers the clearest illustration of this.

Not even every grain man in the country knows that Uncle Sam's fixed price for wheat rests upon a straight business contract.

The only detail in this whole complex situation which was open to discussion, was the price that should be paid the farmer for the 1917 crop.

That price, once determined by free discussion among all the major interests involved, became as a law of the Medes and Persians for the whole crop year of 1917, and if the war continues longer will be replaced by the price fixed for next year's crop in the Food Law.

This contract is one which was entered into between the Allied Governments and the United States Treasury Department, under which the Allies agree to take all the wheat we have to sell them at a stated price.

But as peace would immediately

terminate wheat control, so it would terminate our wheat contract with the foreign governments. With shipping once more set free to bring wheat to Europe from India, Australia and the Argentine, world prices would again be restored. And with a prospect of something like one billion, six hundred million bushels of wheat available after the crops are harvested in the Antipodes this coming January, it is easy to see that wheat might fall below \$1.00 a bushel, and we would face a competition calling for the utmost efficiency in all our producing, manufacturing and distributing machinery.

As the rationing processes affect every other industry in the matter of better adjustments and greater economies in production and distribution, so there hangs over our whole business world the same menace of foreign competition on the coming of peace.

War has interrupted the normal course of trade. We have weighed and discounted such imaginary dangers as that of the mythical stocks of merchandise which Germany was said to be preparing for the purpose of flooding the markets of the world the day after peace is declared. For we know that Germany has had neither raw materials nor labor to devote to the making of such stuff. But other countries have been accumulating stocks of raw materials which will inevitably influence world prices, and also our own domestic prices of manufactured articles. The grain, and hides, and fibres, and oils have been accumulating in South America, and the British Colonies, to be released magically as soon as the world's shipping routes are again traveled safely. Europe has been through a training school which has increased its skill and power of production to a degree which dwarfs our own achievements in efficiency, and will even go far to make good her fearful human wastage in war.

Let each American business man think of these two great



# **— Growth of —**

## **RHODE ISLAND'S**

### **Two Great Newspapers**

#### **SWORN STATEMENTS**

— of —

#### **Net Paid Circulation**

SUBMITTED TO THE  
UNITED STATES POST OFFICE

6 mos.  
ending  
Sept. 30,  
1916

6 mos.  
ending  
Sept. 30,  
1917

***Increase  
over 1916***

#### **Providence Journal**

—Daily . . . 23,918 28,670 **4752**

—Sunday . . 36,585 39,863 **3278**

**Evening Bulletin 49,458 52,323 2865**

NO PREMIUMS, CONTESTS  
OR SPECIAL RATES USED

### **PROVIDENCE JOURNAL COMPANY**

PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO

peace factors of waiting raw materials in one section of the world, and increased skill of production in another, and ask himself how it is likely to affect his trade. Can he meet the issue on the bold, easy terms of liberal margins, and careless wastes, which characterized our industry before the war? Will his shot-gun of self-reliant individualism repel this invasion of organized efficiency?

The rationing process goes further than the fixing of prices and the doling out of basic supplies. We are being rationed in labor—a million or two of men have been taken from industry, and the demand for production has been increased at the same time. Every employee who had a task of questionable value must now be shifted to work that is necessary beyond question, and there, stimulated by organization and machinery, to produce twice what he turned out before.

Operating expenses are being rationed—waste motion and useless service must be eliminated rigorously and permanently.

Overhead is being rationed—innumerable concealed costs, which it was not worth while to worry about under the old order of things, must now be run down and annihilated.

Capital is being rationed—as the need for men and food on the fighting front is taking away the workers and lifting the rolls and bacon from the breakfast table, so the diversion of billions of credit to war finance makes it necessary for business to accomplish with a dollar several times as much as was ever accomplished during peace.

Price fixing? It is only an index to the great rationing process now affecting every corner of the business world.

Government interference? The Government is really interfering with nothing, but is simply the buffer that shields business from the shock of forces, which, if uncontrolled, would wreck it as completely as high explosive wrecks a French village.

## Krogness to Manage Minneapolis "Tribune"

C. George Krogness, for twenty-one years a special newspaper representative, with offices in Chicago, has been appointed general manager of the Minneapolis *Tribune*. The appointment became effective November 1. The papers on Mr. Krogness' Chicago list were the *Baltimore American* and *Star*, *Boston Post* and the *Tribune*, of Minneapolis.

Mr. Krogness previously represented the *Minneapolis Journal* in the western territory for eighteen years.

## Hugh A. O'Donnell Now on the New York "Times"

Hugh A. O'Donnell, recently publisher of the *New Orleans American*, is now an assistant to Louis Wiley, business manager of the *New York Times*. Mr. O'Donnell was at one time manager of the *Philadelphia Press* and the *Chicago Herald*.

## Bancroft with "Aerial Age"

Kenneth Bancroft has been appointed advertising manager of *Aerial Age*, New York. He formerly represented the Hugh McAtamney and A. M. Sweyd advertising agencies in New York and previous to this, was connected with the firms of George Newnes, Ltd., and A. W. Shaw Co., of London, England.

## Barnett Becomes a Member of the Firm

Arthur C. Barnett has been made vice-president and general manager of the W. F. Wendt Publishing Company, Buffalo, N. Y., publisher of *La Hacienda*. For ten years he has represented the company as western manager.

## Rauh to Conduct Advertising Course

Duquesne University, Pittsburgh, has appointed Richard S. Rauh, president of The Richard S. Rauh Company of that city, director of advertising. A new advertising course will be started about the first of January.

## Armour to Market Brand of Coffee

"Veribest" brand coffee in packages is a new item in the line of Armour & Company. The coffee will be exploited behind the Armour Oval label.

## Parker Secretary of Century Company

Don M. Parker, advertising manager of the *Century* and *St. Nicholas*, has been elected secretary of the Century Company.



If BUCKEYE COVERS are not being used for *some* of your Catalogues, Booklets and other Direct Advertising forms, it is as certain as anything can be that they are doing less and costing more than they should.

The "Proofs" will be sent free by prepaid express, if requested on your business letterhead.

Write for your set today.

The quality and utility of BUCKEYE COVERS are reflected in the demand for them, which exceeds the demand for all other brands combined. BUCKEYE COVERS lead because they pay.

## THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

Member: Paper Makers Advertising Club.

BUCKEYE COVERS are carried in stock by dealers in all principal cities. Your printer knows the nearest.

## Make this Chart your guide



### Look for it on your dealer's wall

Your oil runs low. You stop for a fresh supply.

You now come to a vital question. What oil will the dealer pour into your oil-reservoir? Will it be just "oil"—or will it be the correct lubricant for your engine?

Among thousands of dealers this is what happens:

The dealer recognizes the make of your car—and the year's model. He runs his finger down the Vacuum Oil Company's Chart (shown above in miniature) until he finds your car's make and model. Then he supplies you with the grade of Gargoyle Mobiloils specified for your car by the Chart. This oil will effectively seal your piston rings against power-waste, gasoline-waste and oil-waste.

Why are thousands of dealers placing such reliance in this Chart?

Experience has taught them that something like 95% of all engine troubles are due to incorrect lubrication.

They realize that scientific lubrication is a problem for specialists. Since the dealer has neither time nor equipment for studying this

lubricate subject he draws on the experience of a recognized authority.

That is why you find on his wall the large Chart of Recommendations, issued by the Vacuum Oil Company.

If you inquire about the Chart you will find this:

The Vacuum Oil Company for 50 years have specialized in scientific lubrication. Today their world-wide leadership in lubrication matters is unquestioned in scientific circles.

For years their Chart of Recommendations has been recognized as the only standard guide to correct automobile lubrication.

In keeping this Chart up to date, each new model of every automobile is carefully analyzed. This work involves lengthy and painstaking engineering study by the Vacuum Oil Company's Board of Engineers. The recommendations of this Chart are proven correct by repeated practical tests.

But nothing has given dealers such faith in this Chart as their experience with the oils themselves. For no one knows better than the dealer how difficult it is to secure efficient lubrication—and how much efficient lubrication means.

Write for new 56-page book. In containing complete discussion of your lubrication problems, list of troubles with remedies and complete Charts of Recommendations for Automobiles, Motorcycles, Tractors and Marine Engines.



# Mobiloils

A grade for each type of motor

In buying Gargoyle Mobiloils from your dealer, it is safe to purchase in original packages. Look for the red Gargoyle on the container. If the dealer has not the grade specified for your car, kindly write our nearest branch, giving dealer's name and address.

**VACUUM OIL COMPANY, Rochester, N. Y., U. S. A.**

Specialists in the manufacture of high-grade lubricants for every class of machinery. Oil products everywhere in the world.

Domestic Branches: New York Philadelphia Minneapolis St. Louis Chicago Indianapolis Pittsburgh Kansas City San Francisco

### Current Automobile Lubrication

Automobiles—The first part of the chart.

Motorcycles—The second part of the chart.

Tractors—The third part of the chart.

Marine Engines—The fourth part of the chart.

For more information, write for the 56-page book.

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## *How a Gargoyle stopped Carelessness*

HAVE you ever run your finger across the Chart in a Vacuum Oil Company's advertisement and located the grade of Gargoyle Mobiloils recommended for your pet car?

Many have. (Many times many.)

They find that Gargoyle Mobiloil costs more than the "give-me-a-quart-of-oil" kind. But, after a time, the white oil-can with the scarlet gargoyle becomes a symbol of their lubricating religion.

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**BLACKMAN-ROSS COMPANY**

*Advertising*

95 Madison Avenue

New York

---

**NEXT WEEK:**

*"You cannot  
begin too early"*

The agency cut The Farm Journal off the list, after the manufacturer "revised it on."

The manufacturer\* put The Farm Journal back, and made it stick, because so many dealers insisted that The Farm Journal would help them sell the goods.



\*We will gladly discuss this incident in person with those advertisers and agents whose requests are not based on mere curiosity.

# Written Out?

Where Is the Copy Man's Rejuvenating Fountain?

By Ray Giles

THIS started across a lunch table. When we decided not to eat any dessert, the Vice-President asked the Editor, "Do writers often go stale?"

"Of course they do."

"Why?" (A word made famous by the Vice-President.)

"As soon as they make some money, they go and buy a manse on top of some mountain. Then they sit down to write the Great American novel. The chances are against them. They are out of touch with life."

This Editor, whose success entitles him to deep respect went on to say: "A writer stays fresh as long as he leads a normal life. When he moves to a swell suburb and gets away from regular people he is in danger of going stale. He should make it a point to talk regularly with ordinary folks—peanut merchants, elevator boys, policemen, scrub ladies. He should cherish his daily newspaper." I'm sorry, but I wasn't quick-witted enough to get it all down.

The subject is certainly fascinating. Anyone who writes sales literature or advertisements understands. That dull ache two inches above the rear collar button—that vacant trance-like look in the eye which those higher up cannot understand—these are the things dreaded by the man who writes.

Well, what is he going to do about it?

## WRITERS WHO STAY FRESH

After I got home that night, I ran over in my mind some writers I have known or known about. I wanted to see how their experience checked up with what the Editor had said earlier in the day.

Verification was not slow to come.

Writer One was perhaps the tastest and quickest-triggered writer I have known. I can see

now why he never went stale. It was partly his natural democracy. But it is another thing to keep such democracy alive. Writer One had a formula. Often at noon-time, he would induce me to accompany him through one of the middle-grade department stores from bargain basement to furniture department. We would listen to the customers as they bought. He would chatter with the clerks about new goods. The demonstrators in the grocery department taught us how regular people talk to regular people. And we never went back and wrote, "You—Madam Housewife, note now this new-day economy!" Yes, I am sure that circulation among average people was one big reason for Writer One's constant freshness.

Writer Two once told me that he enjoyed playing tennis most with boys. He remarked on their naturalness, their unspoiled freshness of conversation. And that seems again to show his delight in mixing with "regular" people, which in turn explains the fact I have never known him to go stale.

Writer Three was genuinely stale at one time. Instead of taking a vacation, he piled on more labor. He got into a shoe store for night work as a clerk. He said that his staleness vanished after two evenings.

Writer Four once lived with his wife in a cold-water, \$16-a-month tenement in the lower East Side of New York City. At that time he was earning only about \$200 a week! Truth compels me to state that he did not live in that way to avoid going stale. At the same time, he has shown great staying powers, and I am inclined to attribute it to his circulation among common people. I have been to many shows with him, but never to a first-class one. His natural tendency is away from

Fifth Avenue and over underneath the elevated trains.

Writer Five told me one day how much he liked to attend free lectures. Here he heard men trying to get across their story to average folks. By the attention and applause of the audience he found out what they liked and disliked. Again contact with ordinary people seemed to pay.

Writer Six is now a special assignment writer for a big newspaper. I am told that he delights in the companionship of pugilists. He loves to sit and hear them talk their lowly lingo.

Writer Seven finds that his vocabulary periodically goes stale from overwork. At such times he hires him to a musical comedy. He notes down the latest offerings in the way of new language. Also, isn't he getting away from folks who are too sophisticated?

Writer Eight has to write on agricultural topics from a city office, or rather he did until he broke the rules and decided to put in most of his time circulating among farmers in a Western state.

Writer Nine carries the title of Editor. I have heard that one of his rules of life is to talk with one new man a day. His method of doing so is simple. He boards his morning train to work armed with two newspapers. He looks about for one man—without a newspaper—sitting alone in a double seat. Yes, friend, it is clever.

Writer Ten once went stale trying to understand the mechanics of a certain motor truck. He had talked himself raw with the designer about the peculiar construction of the rear springs. The engineer drew a fancy diagram. He explained that the something-or-other on a battleship slanted so that a projectile was deflected on hitting it. By slow degrees he got around to the truck springs. In despair the copy man went to one of the demonstration drivers. "Cy," said he, pointing to a chassis, "why are our rear springs built this way?" Cy answered, "To bring the frame nearer the

ground. It makes loading and unloading easier." And the copy writer from that day never quizzed the designers, but lived happily ever after among the common folks in the garage.

I have known three writers who have gone permanently stale. Every one lacked natural democracy. Their intercourse never extended beyond their own select circle. Natural snobbishness seems to have nowhere less place than in the make-up of an all-round advertisement writer.

#### WORKING CONDITIONS A FACTOR

Whatever makes for a relaxed state of mind helps along the copy writer to do better, fresher work. In this he is no different from workers of any other kind.

Nothing is worse for the writer than to have to keep an eye on a lot of petty detail which through sheer lack of organization is loaded onto him instead of some junior. All the while he writes under such conditions, cut ghosts, type ghosts, and proofreading ghosts hover in the background of his mind and give his pencil the willies.

A leading advertising agent once commented on the fact that the best jobs his shop turned out seemed to be on the small accounts. In trying to analyze it he guessed at this as a reason: The copy man knew he couldn't do a whole lot with so little space. So his mind was relaxed at the start. There were no hideous fears of a gigantic failure. Calmly he merely thought, "I'll do my best." And he did. That was all. A dozen critics were not called in to suggest improvements. The advertisement went out into the world a spontaneous product of a relaxed mind.

But when the big account came up for consideration—what a difference! Long conferences—keeping up of the copy man—serious, tense hours resulting in a tight, tense mind—then tight, tense advertising, grown stale from too much attention.

There is a whole lot to this. Ask any successful copy man to



show you the best job he ever did, and the chances are that he will fetch out from the dust some small campaign produced when he was young or unafraid or both.

A little habit common in some advertising offices is the door-opening trick, followed by the insertion of an excited face. "Can I interrupt for a minute!" the visitor asks as he calmly appropriates an hour. I often wonder what would happen to the minister's sermon if some one stood up in the middle of it and shouted, "Pardon me, but would you mind if we sang a hymn for a few minutes?"

Here we have the reason why it is no offense for the copy writer to leave the office periodically and work in any environment where he can produce results. He knows best how he can get his engine under way, through the critical, vibrating, intermediate speed and into high. Constant starting and stopping racks the machinery. When a really big job is on he wants to be safe from interruption. He is never safe at his official desk. He wards off staleness by leaving it.

I have never yet met a copy man who could not produce more and better copy in a separate office than when herded with a gang in a family room. No matter how earnest the majority may be in the family parlor, two convivial souls off in the corner can cut down the output of all the rest and send them home stale.

Too much to do in a given time is a bad condition for some men but just as often an inspiration. The really unbearable condition is where there is not enough work to be done. Then it is that heads get dull and writers leave the office at night in a condition of desperate staleness.

I once saw a very simple scheme for keeping directness and freshness in copy. The newspapers and trade-papers were scanned for photographs of real men or women of the average types. One of these was handed to the copy writer with instruction to write his advertisements directly to that

individual. The results were very satisfactory.

Even better results are secured where the writer addresses some one he knows personally, provided that person is a typical purchaser of the article advertised. Years ago I met and parted with a lad who struck me as a true sample of that manhood which studies the advertisements about the latest things to wear. I have since written advertisements which sold that youth suits, collars and shoes. Whenever I manage to keep his face strongly in mind and see his earnest eyes studying some clothier's window, I know that I can't go wrong. I once discovered a typical mother of a large family to write to on groceries. If a man could get types like these fixed in his mind, I doubt if he would often feel "written out."

Another Editor—even more famous than the one I mentioned in paragraph one—gave me a closing thought for this article. It covers the second big reason why writers go stale. He was thinking of magazine men, but why limit his opinion to that field? Here it is:

"The writers who go stale are little men and women who get the big head."

### "Pleasure" Car a Misnomer

If the demand slackens for automobiles as pleasure cars, perhaps salesmen are not making their talk pertinent to present-day requirements. This is a thought advanced by J. H. Newmark in *Automobile Topics*.

"The demand for the automobile has increased," he says, "but the reasons for buying are not the same.

"There are new appeals. The selling angle has changed from the frivolous to the serious. Talk the language of the day.

"Sell transportation as it applies to present needs. Point out reasons for buying now.

"Sell 'more time'—that's what is given to the man who uses an automobile—days become longer to him—his range of activity increases.

"Sell 'saving energy'—that's what a man does when he uses an automobile. He does not tire as quickly, and he is able to do more. He is kept fresh.

"Sell 'more business'—'more activity'—that's what a man is sure of with the use of a motor car. He is able to accomplish more."

## Will Free Proofs Survive?

Newspapers Which Have Mailed National Advertisers' Proofs to Retailers Object to the Added Postage—May Ask Advertisers to Pay the Bill or Set Limit in Other Ways

NATIONAL advertisers who have been in the newspapers and have become accustomed to the free circulation of their proofs to retail merchants may find in the increased postage rates a formidable obstacle to the continuance of this practice. Presumably, of course, there should be no disturbance of arrangements where the advertising sheets are sent out in unsealed envelopes at third-class rates. As it happens, however, it has been the custom of not a few newspapers to send out, under letter postage, the advance reproductions of "foreign" advertising, accompanied in each instance by a letter to the merchant urging him to stock up on the goods to be exploited in his territory.

By some advertisers, it may be suspected that the newspapers are merely using the increase in postage as a pretext for the abandonment or curtailment of a form of co-operation that has threatened in recent years to become an elephant on their hands. There is no question that this form of service has expanded tremendously and one may readily believe the statement of a Chicago newspaper publisher that he recently expended more than \$500 on this form of co-operation in behalf of a manufacturer of a well-known soft drink that has lately appeared in the daily mediums.

From the circulation of a few proofs struck off on print-paper by an office boy in his spare moments, this service has grown until in a recent instance there was furnished by a newspaper several thousand layouts where the series of forthcoming advertisements was reproduced in two colors on a sheet of calendered paper double

the size of the newspaper page—the job being one that could not be turned out in the newspaper's press room but had to be entrusted to a commercial plant at the expense of the newspaper.

Even before the increase in postage rates precipitated the issue, some newspapers were endeavoring to set a limit on this form of co-operation with advertisers. Several papers had made it a rule to supply to advertisers only such proofs as could be pulled in their own press rooms and one or two have latterly gone so far as to refuse to pay postage for the circularizing campaign directed at local retailers. A publisher who is in a position strong enough to take this stand tells advertisers that he will reproduce the advertisements in black and white, will supply and address the envelopes for as extensive a list of local retailers as the advertiser may designate and will stuff the envelopes but will mail only as many as the advertiser will provide postage for.

## Advertisers to Assert Public Spirit

Paid space in Chicago newspapers is being used by James S. Kirk & Company, manufacturers of "American Family" and other advertised lines of soap, in an effort to assert the company's public spirit during litigation with municipal authorities. The controversy grows out of a proposed passage directly through the company's property of a Boulevard Link over the Chicago river, connecting the north and south sides of the city. In advertising to the public, the company explains that for over fifty years it has occupied its present location and that the proposed improvement will destroy part of its factory, and that the remaining parts cannot now be altered to meet production requirements. The copy makes the point that the company has always favored the improvement, but that the price offered by the municipal authorities for the factory property cannot be accepted without disastrous loss.

## Receiver Appointed for D and C Company

Through the petition of stockholders a receiver in equity was appointed last week to take charge of the affairs of the D and C Company, Inc., a \$2,500,000 cereal corporation of Brooklyn.

## Over-Demand is Fine While *It* Lasts—Advertising Breeds *Permanent Business*

If we trace the process by which an article becomes "standard" we find that what makes it standard is not alone quality, or merit, but is also that intangible, enormously powerful factor: Public Opinion.

Hold in your mind's eye for a moment a picture of any product which you recognize as a "standard"—something which has undergone no fundamental change, but had at the very inception of its placing on the market, substantially the same merit and excellent quality that it has today.

Was this commodity as "STANDARD" when first placed on the market as it is today?

Naturally not.

If merit and quality alone make standards, why not?

If there was just as much merit and quality in the commodity when first placed on the market as there is today, why was the article not just as "Standard" then as it is now?

Manifestly the answer is, that more possible buyers know of the merit of this article now than when it was first placed on the market. In other words its merit is recognized.

Standards are made by merit plus recognition. Not by merit alone.

Is it not then clear that the successful sale of a thing is due to merit and superior quality plus the power of public opinion?

Selling is merely developing the buyer's opinion.

Advantageous positions in commerce are like advantageous positions in war. They have not only to be won, but they must be held, and they can only be held by skill, strategy and continuous effort.

If superior selling activity as well as superior merit in the commodity is essential to *making* success, it is equally essential to *holding* it.

An in-and-out policy of advertising is as dangerous to a business as an in-and-out policy regarding quality of product.

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

<i>Power</i>	<i>Coal Age</i>	<i>Electric Railway Journal</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Electrical Merchandising</i>
<i>Engineering and Mining Journal</i>	<i>Engineering News-Record</i>	
	<i>Metallurgical and Chemical Engineering</i>	

*All Members of Audit Bureau of Circulations*

The urgent demands of War are taxing American industries to their utmost. "Twenty-four hours out of twenty-four" is the spirit of the times. Power is never quite turned off and the hum of machinery is incessant. Uncle Sam has rolled up his sleeves and is manufacturing for half the world.

The General Electric Company with its vast facilities, stands back of each unit of mechanical production. Motors, generators, lights, turbines, machinery—all of these will assist in fighting our Cause and the G. E. Company has concentrated on work which will help the Government. Everything else is secondary.

It has been our privilege to collaborate with this great creative industry in the production of much of its advertising art. We are proud of the association because of its vital significance at this time.

**The Ethridge Association of Artists**

**NEW YORK**

25 E. 26th Street

**CHICAGO OFFICE    DETROIT OFFICE**  
220 S. State Street    1207 Kresge Bldg.



**ETHRIDGE**



**ASSOCIATION  
of ARTISTS**

## **ANNOUNCEMENT**

### **BERMINGHAM & SEAMAN CO.**

announce a change of the firm name to

### **SEAMAN PAPER COMPANY**

as applying to the entire  
organization and all officers

The firm of Bermingham & Seaman Co. was founded in 1902. The principal owners and officers at that time were

**GEORGE M. SEAMAN**

**T. C. BERMINGHAM**

**JOSEPH B. SEAMAN**

**C. W. SHERMAN**

**L. H. BIGELOW**

**GEO. D. JONES**

The ownership, officers and directors of the Seaman Paper Company are identical with those of the Bermingham & Seaman Co., with the exception of the interests of T. C. Bermingham, deceased, which have been absorbed by the other principal owners.

#### **CHICAGO**

**Continental and Commercial  
National Bank Building**

**BUFFALO  
MILWAUKEE**

**PHILADELPHIA  
MINNEAPOLIS**

#### **NEW YORK**

**Fifth Avenue Building  
200 Fifth Avenue**

**DETROIT  
ST. LOUIS**

# Packard's Liberty Loan Week a Marked Success

New York Company Sells an Extra \$100,000 Worth of Cars, the Entire  
Receipts for the Week Being Devoted to the Purchase  
of Liberty Bonds

**S**ALES nearly double the weekly average were the result of an advertised offer week before last by the Packard Motor Car Company, of New York, to put the proceeds of the week's business into Liberty Bonds. The ad appeared on Monday, Oct. 22, and was printed in the daily newspapers of the metropolitan district and vicinity.

The announcement attracted much attention because of the prominence of the Packard company in the automobile field, and because of its unusual character. While it had a certain advertising value, in that it would probably stimulate sales, its real purpose was to aid the Government in making the loan a success.

The Packard company believed that there were many persons who contemplated the purchase of a Packard car in the near future who might be induced, under the spur of patriotic service, to place their orders at once. Moreover, it felt certain that the company's pledge to devote the entire proceeds of the week's sales to the acquisition of Liberty Bonds would greatly stimulate the efforts of the salesmen because each would know that in every sale he made he was not only serving the Packard company and increasing his own income, but he was also serving his country in a patriotic way.

Another thing that was doubtless taken into consideration by the officials of the company, was that every automobile salesman who is really on the job has a number of prospects on his list who, he has reason to believe, will sooner or later buy Packard cars. It is his duty to keep in touch with these people through calls and correspondence, and thus keep alive their interest in it so that when the right time comes he can close the sale.

When, therefore, the company advertised that it would put every dollar derived from the week's sales into Liberty Bonds, the salesmen lost no time developing new prospects, which is slow work, but devoted all their energies to the prospects they already had in hand. Automobile salesmen are popularly supposed to have a pretty easy time. They come in contact only with prosperous people, for they alone can afford to buy a car. Their interviews usually occur in the day time when demonstrations can be made to the best advantage. Little work is done outside of regular business hours. During the Packard Liberty Loan week, however, the salesmen put on every pound of steam they had and worked day and night with unflagging earnestness to break their own records and set a new goal for attainment. The same patriotic spirit that animated business men in other lines was their inspiration.

## ADS BROUGHT ENTIRELY NEW PROSPECTS

They found that the special advertising that had been done to arouse public interest in Packard car sales was a great help in landing orders. In several cases it was instrumental in bringing to the company's show rooms at Sixty-first Street and Broadway buyers who had never before been canvassed by any of its representatives. The salesmen reported that a majority of the persons upon whom they called had seen the announcement and were favorably impressed by it. They were, in fact in such a frame of mind that little persuasion or argument was necessary to get orders.

It was evident to B. C. Helm, the sales manager, by the middle of the week that the sales would be very large. An advertisement



was run by the company in Thursday's newspapers acknowledging the remarkable response of the public and making this statement:

"The success of our plan is not caused by a good advertisement (if it was good). And not because so many of the public are deciding that they want an automobile right at this time. Next week or next month would do just as well. But because they can give that much more support to our Government in the distribution of Liberty Bonds. Many of our present patrons and many others who have already decided that their next car shall be a Packard, are anticipating their automobile wants by placing their orders with us during the week."

Now as to results. When the sales for the week were footed up on Saturday night, Oct. 27, the last day of the Liberty Loan campaign, it was found that they amounted to about \$100,000 more than the weekly average. It was a fine showing the salesmen made. Of course not all of the purchasers paid cash on delivery. But this fact did not make any difference in the Packard company's bond buying. The total amount represented by the week's sales was the amount of the company's subscription to the Liberty Loan. The commissions paid to the salesmen and other selling costs and fixed charges were not deducted.

The Equitable Life Assurance Society, following the example of the Packard company, on Friday, Nov. 2, gave notice, through its president, W. A. Day, that as a part of its war service it would invest, during the continuance of the war, the amount of its income received from first-year premiums on insurance. "Thus every dollar paid for new insurance," says the announcement, "will also mean a dollar loaned to the Government to help win the war. This action will supplement and aid the patriotic work of our field forces in carrying the nation's urgent message for war thrift, war sacrifice and war service in its va-

rious forms, into the business places and homes of the people in this hour of national peril. Our policyholders, numbering over half a million, are urged to co-operate in this effort to enlarge the society's service at this time."

It is quite likely that many other large corporations will take a similar step.

### Some Advertising Managers Who Manage

"THE FORUMITE"

ARTHUR HALLAM, EDITOR  
MINNEAPOLIS, NOV. 1, 1917.

#### Editor of PRINTERS' INK:

Permit me to say that I am most heartily in accord with your editorial on the matter of advertising managers. I have been a so-called A.M., and have also attempted to sell to them, so I know whereof I speak. I believe that the ideal situation is to have the sales and advertising manager the same man, if feasible. If not, the advertising manager should work under the sales manager, who should be one of the board of directors of the company. Only in this way can he have his proper share of the management of affairs. However, the sales manager should have been an advertising manager before he reached his present position, in order that he may have the proper viewpoint on advertising. However, you will usually find, in the houses where the so-called A.M. is only a door-mat, that the same condition prevails in other departments, due to the fact that the "big chief" cannot get over the idea that he is the only one around fit to decide finally on anything big.

Here in Minneapolis the managers of national advertising really manage. Colonel Mapes, of Cream of Wheat, is the whole cheese. Will Morris, of Munsingwear, and B. S. Bull, of Washburn-Crosby, are directors in their respective organizations. Harry Whiting, of Pillsbury's, is also sales manager, and right up next to President Loring himself. Henry Way, of the Way Sagless Spring, is a son of the president, so he does about as he likes. So it is really in the smaller companies where the A.M. is the official "buffer state."

I think the profession will be very much improved if we can all work to eliminate the abuse of terminology.

ARTHUR HALLAM.

### Anspacher with "Illustrated World"

F. H. Anspacher has been appointed business manager of the *Illustrated World*, with headquarters in Chicago. He was at one time with the circulation department of the Butterick Publishing Company, of New York, and more recently he was in the same department with *Pictorial Review*.



# Advertising Will Aid Y. M. C. A. in \$35,000,000 Drive

Cost Will Be Borne Locally

THE drive for a \$35,000,000 war fund which the Young Men's Christian Association will conduct from Nov. 11 to Nov. 19, will be accompanied by numerous activities of an advertising character, in the attempt to drive home to the American people the great value of this work among the soldiers of our own and the other allied nations, and the urgent necessity for raising immediate funds. Newspaper and magazine advertising space, posters and booklets are already included in the plan, and other mediums will undoubtedly be added by the various local committees in individual cities. Five hundred thousand single-sheet posters have been distributed, and 200,000 smaller ones, similar in character, will also be used. As the campaign in each

city is a law unto itself, it is impossible to state what means of distribution will be utilized for these posters. A sixteen page, two-color booklet on the Y. M. C. A.'s war-time activities has also been prepared, 300,000 copies of which have been produced in New York. Duplicate sets of the plates have also been sent to Chicago, Atlanta, Boston, Dallas, San Francisco, and Portland, Ore., and large editions are being printed in each of these cities, while sixteen of the State organizations have also secured plates and will print their own editions.

There are four pieces of copy in the poster series. The first of these emphasizes the official position of the Y. M. C. A. by quoting endorsements from prominent Government officials and public

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

men. The second tells of the work now being done, and the even greater opportunities now existing in the soldier camps in this country. The third tells of the overseas work the Y. M. C. A. is already doing on all the battle fronts, and the fourth, which is the "clinger" of the series, tells how the subscriber to the Y. M. C. A. fund can help to make a home for our boys "over there." The booklet is organized along similar lines, and includes an explanation of the organization of the Y. M. C. A.

Newspaper space will be utilized in a number of cities, the cost being borne from funds raised locally. In some cities, newspaper publishers have been asked to make a donation to the fund, and the donation of any one paper has been spent in purchasing advertising space in that paper. In other cases, the editors of all the papers constitute a joint local publicity committee. The New York headquarters of the campaign provides proofs or mats of advertisements in any size desired. Copy for these advertisements has been prepared through the efforts of Frank Presbrey, in New York. In Philadelphia, William Boyd, of the Curtis Publishing Company, has directed the preparation of copy, and in Boston, John K. Allen, of Wood, Putnam & Wood, has been in charge of similar work. In a few cities, the local committee is planning to buy space from its general funds, and will use the copy furnished from national headquarters, somewhat modified to suit local conditions.

Because of the short time before the opening of the campaign, not much will be done in the magazine field. The three-page advertisement in this week's **PRINTERS' INK**, written by Dr. John R. Mott, general secretary of the Y. M. C. A. and appearing in space donated by N. W. Ayer & Son, of Philadelphia, may fairly be called the "opening gun" of the campaign. Advertising space has been donated by the *National Geographic Magazine* and the *Ladies'*

*Home Journal* has given six pages of editorial matter, in six consecutive issues. *The Modern Priscilla* is giving an editorial page every other month. Editorial articles have been prepared for use in newspapers during this special drive by Maude Radford Warren, Booth Tarkington, Christopher Morley, James H. Collins, Ellis Parker Butler, Porter Emerson Browne, Freeman Tilden and others. This matter is handled by the permanent Y. M. C. A. war work publicity department, which has a small staff in New York, other men in Paris under the direction of Arthur Gleason, and a representative in each military department in the United States.

### Outlines Farm-Paper Advertising Plans

In announcing plans for its fall and winter advertising campaign, the Associated Manufacturers Company, Waterloo, Ia., says that its advertisements of Iowa cream separators will reach 10,000,000 farmers, a list of more than sixty papers having been made up. It is using four-page inserts in colors in the farm-implement papers to present the details of the campaign.

### Appointment by X-Ray Reflector Company

Norman B. Hickox has been appointed sales and advertising manager of the National X-Ray Reflector Company, Chicago. Hugh D. Butler, formerly manager of the Chicago sales department, has been made assistant sales manager. He is succeeded as manager of Chicago sales by Guy R. Hastings, formerly assistant manager of this department.

### Fowler to Assist Red Cross

The services of George S. Fowler, advertising manager of Colgate & Co., Jersey City, N. J., have been loaned to the Red Cross for a period of two months. He will be executive head at Washington for a special Christmas drive for new members and funds. Mr. Fowler will be in Washington four days a week.

### Death of Arthur Hallam

Arthur Hallam, for three years head of the advertisers' service department of the *Dry Goods Economist*, died at his home in Whitestone, N. Y., on October 30, aged thirty-nine years. Mr. Hallam had been on the staff of the *Economist* for twelve years.

# Baltimore—A Leading Industrial Center

Baltimore is today enjoying the fruits of a real prosperity, built before the days of war booms; a prosperity that bids fair to stay awhile and get acquainted. The industrial class is employed in greater numbers than ever before, at big wages. In consequence, local merchants are doing a large business.

National advertisers who are seeking new markets for sales and advertising exploitation of dependable merchandise can well investigate Baltimore. Here is a busy community that offers a quick turn-over on well advertised trade marked specialties.

The merchandising service department of THE BALTIMORE NEWS is at your command and will make an advance market survey for any advertiser interested in this field.

THE NEWS is the leading high-grade home EVENING newspaper of Baltimore, the leading city at the gateway of the New South. It is read in most of the worthwhile homes; thus through one appropriation you reach a majority of the buyers of this city at one cost.

To make a successful bid for the biggest bit of Maryland trade, sell Baltimore and suburbs first.

*For Better Business In Baltimore Concentrate In*

## The Baltimore News

*Member Audit Bureau of Circulations*

**Average Net Daily Circulation, October, 1917, 92,088**  
**Gain over same period, 1916, 5,686**

DAN A. CARROLL  
 Eastern Representative  
 Tribune Building  
 New York

J. E. LUTZ  
 Western Representative  
 First Nat'l Bank Bldg.  
 Chicago

# An Advertiser Doing His Duty

today is the man who eliminates all chance of risk; who spends his advertising money in proven channels.

He judges circulation with more care than usual—he considers the “grip” of the publication. In his advertising he talks to the most people possible, in concentrated markets of quick response where his distribution is amply provided for.

Furthermore just at this time he uses more space than usual in the few great daily newspapers that eliminate risk — that have the “grip.” There never was a time when such newspapers so consistently held public attention as right now.

In Chicago The Daily News is the newspaper for thinking advertisers who would eliminate waste. The Daily News sells more papers in Chicago and suburbs than any other newspaper, daily or Sunday; 94 per cent of its circulation is in Chicago and its suburbs.

## The Chicago Daily News

*“It Covers Chicago”*

# The Licensing of Enemy Brands

Twenty Thousand Items Affected—How to Apply for a License and Your Chances of Favorable Action

WITH an average of fifty "war inventions" being submitted to the Government every day and with an activity in invention never paralleled in this country, the present patent situation becomes one of unusual significance to advertisers and manufacturers. The most significant aspect, however, is probably to be found in the prospective opening to American producers of a number of German and Austrian patents covering articles such as dye-stuffs, chemicals, medicinal preparations, etc., for which there is already an established market in the United States.

Unofficial estimates place at 20,000 the aggregate of patent rights and copyrights that may be affected by the workings of the new "Trading with the Enemy" Act. Formulas of great value are included, along with distinctive applications of mechanical principles. However, the importance to American manufacturers of the new patent status will be directly proportionate to the lengths to which the United States Government is willing to go in throwing open to Americans the monopolistic privileges heretofore insured to subjects of Germany and Austria under reciprocal patent guarantees.

It is a foregone conclusion that where humanitarian considerations are involved a liberal policy will be pursued. That is to say, there will probably be little hesitancy in issuing licenses for the use of German formulas for the preparation of remedies such as salvarsan and for nontoxic substitutes for local anesthetics, the supplies of which have been reduced to the lowest ebb since the war interrupted commercial relations with Central Europe. Solicitude for the health and efficiency of our soldiers and sailors, if nothing else, would impel Federal authorities to give the benefit of the

doubt in granting permission for manufacture of this class of products.

With respect to the great mass of German patented inventions the need for which in the United States is less imperative, it is not so easy to forecast the attitude of official Washington. Everything will depend upon the interpretation placed upon the crucial words "for the public welfare," appearing in the Trading with the Enemy Act. This act empowers the President to authorize American firms to manufacture under enemy patents or to use enemy trademarks "provided he shall be of the opinion that such grant is for the public welfare."

## INTERPRETATION OF LAW DEPENDS ON GERMANY

No layman will need a lawyer to point out to him that this is an extremely elastic phrase. It may mean almost anything that the powers that be choose to construe it to mean. Only the actual workings of the Governmental machinery in passing upon actual applications from manufacturers will disclose precisely what policy is to be followed in opening foreign patent preserves. It is obvious, moreover, that to a certain extent any given case may be a law unto itself. According to the information given to PRINTERS' INK at Washington this week the latitude that the officials will allow themselves in granting patent and trade-mark concessions will be gauged by the relative respect which is being shown in Germany for the patent and trade-mark rights of Americans who, prior to the war, invoked the protection of the German law for their inventions and trade-names. Definite information has, up to this time, been lacking as to the German treatment of American patents and trade-marks but the Spanish Embassy at Berlin which

has charge of American interests in Germany has been asked to ascertain specifically the attitude of the Imperial German Government on all points involved. It is a fair guess that until advices on this subject are received from Berlin the authorities in Washington will go slow in abrogating or suspending German rights in this country, except, as has been explained, in extreme cases.

Judging from the letters and telegrams from manufacturers that have recently been received in Washington there is widespread misunderstanding regarding the routine that must be followed in seeking the use of a German patent or trade-mark. As has been explained in previous issues of *PRINTERS' INK*, all the various powers conferred by the Trading with the Enemy Act are vested in the President. However, this is, as it might be said, merely a figure of speech. The president, obviously, has not the time to discharge personally these added responsibilities and must delegate his authority to established or newly-created branches of the government. It is just here that there has arisen the confusion that seems to be so general among manufacturers and that is resulting in considerable lost motion at a time when there is no time to be wasted.

#### COMMISSION TO ISSUE LICENSES

A large proportion of business men seem to be under the impression that the power to issue the newly authorized patent and trade-mark licenses has been vested in the Custodian of Alien property. Others have jumped to the conclusion that application must be made to the War Trade Board, a new body that controls most of the administrative machinery for the enforcement of the new law. Both surmises are wrong. It is the Federal Trade Commission that is to have jurisdiction over patents, trade-marks, prints, labels and copyrights and to the "supreme court of business" application must be made for all the instructions, rules and forms

that are requisite in any effort to take over a Teuton invention or trade-mark.

President Wilson, by executive order, has invested in the Federal Trade Commission the power and authority to issue licenses or to refuse to issue them and to fix the prices of articles and products manufactured under such licenses as may be issued. The Trade Board is also allowed to prescribe the license fee and is empowered to stipulate the form of, the time and manner of filing statements to the extent of the use and enjoyment of the license and the prices received. Just here it may be added that the American manufacturer who is granted the use of a German invention or trade-mark will have to pay royalty to the Alien Property Custodian—this is where this new official comes in—but the Trade Commission will dictate the amount of such payments and indicate when they must be made. Under the rules just adopted by the Trade Commission an American business man desiring to derive benefit from German trade secrets or trade names or to protect his own patent and trade-mark interests in enemy countries must lay all his cards on the table. He must file with the Commission, if he wants the Trade body to pay his taxes, annuities and fees in enemy countries, not only a formal application but every letter or communication with respect to the transaction, and every drawing, electro or other cut or reproduction having bearing upon the matter in hand.

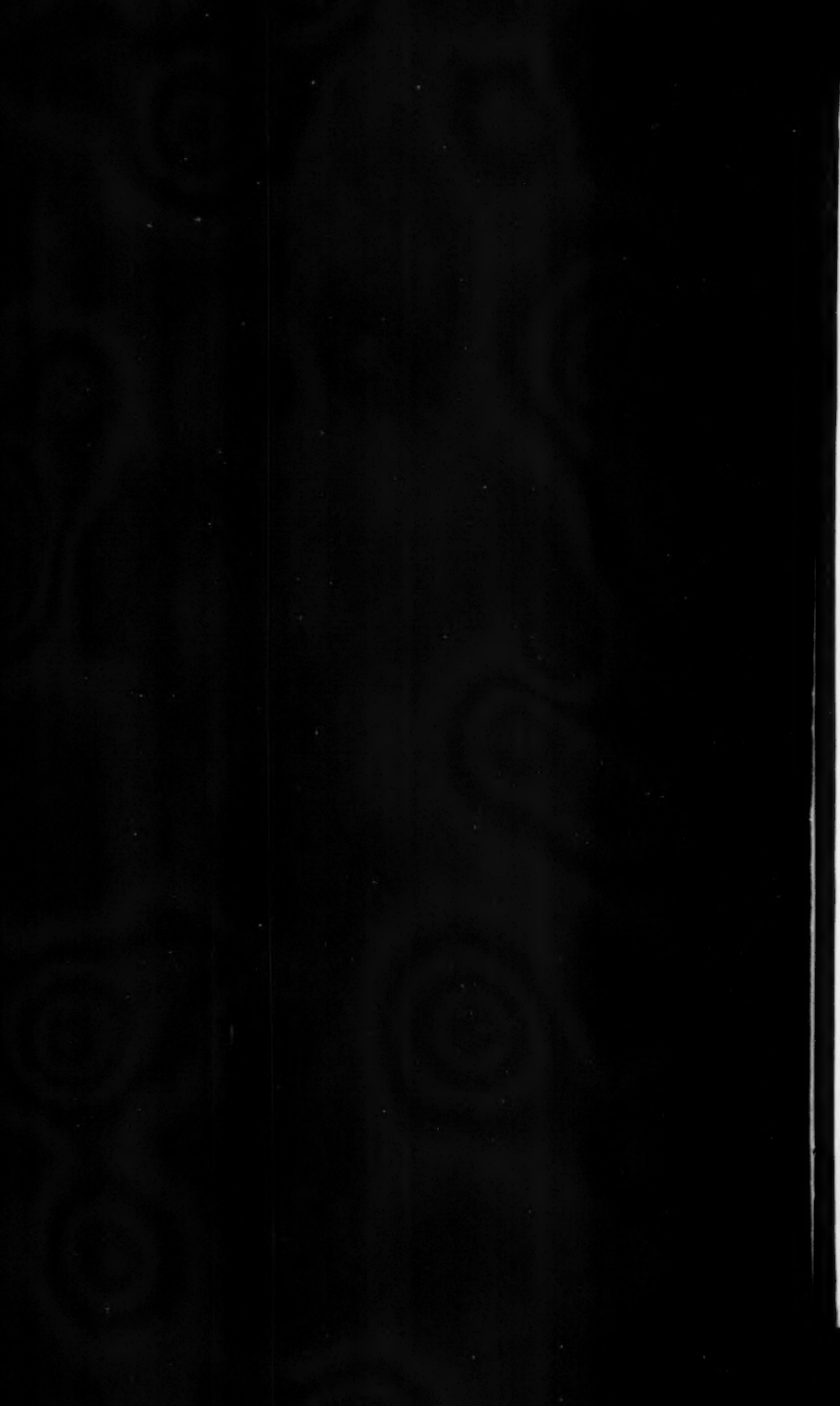
In the case of chemical compounds or compositions of matter there must also be submitted samples of the article or preparation or samples of the ingredients and in the case of coloring matters prepared from tar there must be furnished a sample of the dyeing of wool, silk or cotton. Inasmuch as the Federal Trade Commission is, under the new arrangement, to attend to the filing of American patent and trade-mark applications in enemy

*(Continued on page 37)*

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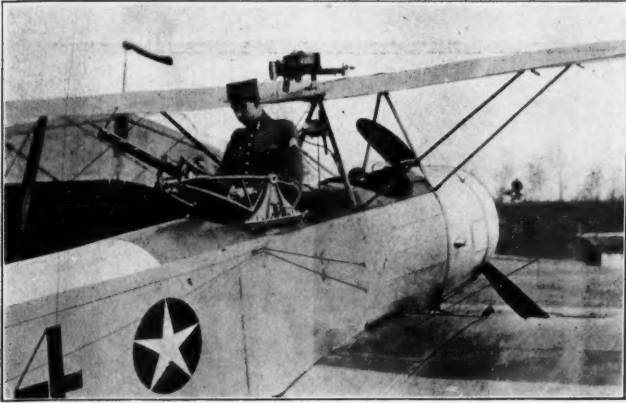
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PRINTERS' INK



*Frederic Zinn, Leslie's Representative with the French Aviation Corps.*

## ***Can We Fly To Victory?***

Frederic Zinn, of the French Aviation Corps, puts this question to America in the most frank and illuminating document on aviation that has ever reached the public.

The first installment, which tells, among other things, how the Germans "faked" the Fokker, appears in this week's issue of Leslie's.

*Zinn's contribution is typical of the work of a war-staff that has brought Leslie's recognition in more than 450,000 better-than-average American homes, as America's LEADING illustrated weekly newspaper.*

LUTHER D. FERNALD, ADVERTISING MANAGER

**Leslie's**  
*Illustrated Weekly Newspaper*  
Established in 1853

# "It Covers New York"

More accurately than any other newspaper today the New York American represents the spirit of the American people. It is growing, therefore, nearly twice as fast as all the other New York morning newspapers put together! Daily and Sunday average, 451,799—the largest morning circulation in New York every day in the year.





1892 — 1917

## Counsel

**I**N a quarter of a century given over to helping producers sell more goods *profitably*, we've never pointed to the deep, dark woods of business with assurance that "somewhere" beyond great prizes were to be found.

Invariably we have wanted to *know* what there was *in those woods*—and if a trail had not already been blazed in the mastery of similar problems, we've insisted upon the exercise of caution.

We are enthusiastic workers, but not until wise counsel gives the word to proceed.

Enthusiasm is dangerous when it amounts to mere impetuosity. Action represents waste unless it be well advised.

Motion indicates efficiency only when properly directed. The dog chasing his tail is busy enough—he puts plenty of "pep" into the process—but where does he arrive?

There are advertising activities which remind us of that same revolving process.

There can be no stronger believers in enthusiasm, action and motion than we—provided *counsel* makes the plan sane, safe and sure.

*Write for booklet, "The Efficient  
Simplicity of a Great Service"*

CRITCHFIELD & COMPANY

Brooks Building, Chicago

New York    Boston    Minneapolis    Detroit





countries, the applicants are obligated to file with the Commission everything that will be required under foreign law in connection with the prosecution of the claim. Everything except remittance is required to be furnished in duplicate, one copy to be retained in the files of the commission.

Although the Trade Commission's new work in obtaining patent grants and trade-mark registrations for Americans in enemy countries is likely to prove mighty important if the war is as prolonged as it is feared it may be, it is natural that for the time being the greatest interest should be manifested in its disposition of the applications of Americans for licenses to manufacture under patents and copyrights owned or controlled by an enemy or ally of an enemy. While the Trade body has prepared, for the benefit of American business men, a suggested form of application no secret is made of its intention to proceed with conservatism.

An announcement about to be made public by the Commission will, in part, say: "Licenses for the use of trade-marks, prints and labels will be granted only under exceptional circumstances. Application for licenses under the following conditions will be entertained: (1) Where the alleged trade-mark is the name of a patented or copyrighted article and a license is granted under the patent or copyright. (2) Where the alleged trade-mark is the name of an article manufactured under an expired patent or copyright."

#### THE USE OF ENEMY TRADE-MARKS

From the foregoing it may be surmised that it will be easier to obtain a Federal license to manufacture under an enemy's patent or copyright than it will be to obtain sanction to take over for the time being an alien foe's label or trade-mark. Even in the matter of patent and copyright applications, however, the Trade Commission emphasizes the fact that it is going to feel free to place upon an applicant the bur-

den of establishing affirmatively all the various facts that must be proved before a license can be forthcoming. Some of the requirements that the Trade Commission has laid down are worthy the close attention of every business man who may be affected by the operation of the new act.

For example, apropos the question raised above as to just what construction will be placed upon "public welfare," etc., the Trade Commission puts it up to an applicant to prove "that licensing the applicant is for the public welfare. Specifically, that there is a demand for the patented or copyrighted article or the product of the patented process which is not being met." On top of that, an applicant must show that he is acting in good faith and that he is able to make or cause to be made the patented or copyrighted article or exercise the patented process. Specifically again, it may be said to be up to an applicant to demonstrate to the satisfaction of the licensing body that he is "technically and otherwise equipped to undertake or procure the manufacture or operate the process and is in fact able to do so."

Personal attendance at the outset is not necessary in seeking authority from the Trade Commission to carry on manufacture under a loaned German patent. Moreover the Trade body prefers that the verified statement that is filed by an applicant shall be couched in concise and non-technical language. At the same time the Commission wants to know all about the article the manufacture of which it is proposed to take over and about the enemy owners. If it is claimed that the patent or copyright is controlled by an enemy or ally of an enemy, the nature and origin of the control must be clearly stated, whether by contract, agency, stock ownership or otherwise. There must be attached to the application, too, a U. S. Patent Office copy of the patent. A remittance of \$100 must accompany each application.

One detail of the patent licens-

ing system that seems to have been generally overlooked by business men may, when it becomes known, arouse interest in the general proposition in quarters that have heretofore been apathetic. The popular impression has been that whatever licenses to manufacture may be granted will be only for the duration of the war—a proposition that might not interest the manufacturer who foresees an early peace and who would have to make considerable investment to fit himself for manufacturing operations in a new field. The instructions that are to go out from the Trade Commission will point out that, under the Act, licenses shall continue during the terms fixed in the license, or, in the absence of such limitation, during the term of the patent. On the other hand, some business men may be disappointed by the decision of the Commission to the effect that "Only non-exclusive licenses will be issued unless the public interest shall otherwise require."

The Trade Commission is going to give helpful advice to manufacturers who desire to seek licenses. For example, with respect to that bothersome element of "public welfare" before mentioned, the suggestion will be "State briefly but completely and in non-technical language the reason why it is for the public benefit that the license be granted and specifically the demand for the article prior to the war, the demand for the article at the present time, whether or not this demand is being met or can be met, prices obtained prior to the war and prices at the present time." On the score of an applicant's ability to manufacture the Trade Commission intimates it would like information covering "the applicant's financial responsibility, experience in the production of articles of the kind covered by the patent, his technical equipment for manufacturing and selling such articles and his ability to do so, the estimated cost of manufacture and price proposed to be charged if the license is granted." Every

applicant will be given opportunity to apply for an exclusive or non-exclusive license as is his preference but as above pointed out he must make a pretty strong case if he would persuade the Commission to grant an exclusive license. Similarly he is invited to indicate for how long a term he desires a license—whether for the duration of the war or the life of the patent.

### Sour Pickles, to Save Sugar

The Alart & McGuire Company, Brooklyn packer of pickles, has announced in trade-paper advertising that it will pack no more sweet pickles during the period of the war. The advertisement, which was headed "Patriotism, Conservation and Pickles," reads as follows:

"Good Americans to-day are not trying to avoid sacrifice. They are hunting for it as a chance for them to 'do their bit' toward winning the war for democracy.

"We figure that the American people and their allies need sugar more than they do sweet pickles. Let's eat sour pickles for a while and save the sugar and spices for the more imperative needs of the Nation.

"To that end we have voluntarily decided that after November 1st we will pack no more sweet pickles during the continuance of the war, or until the Government and the sugar refiners inform us that there is no further need for conserving sugar. We will pack the 5,000 cases for which we sold future contracts and then quit. We can save thousands of barrels of sugar thereby and no one will be inconvenienced.

"We hope that other pickle manufacturers will do the same—do it voluntarily—and if they don't that Mr. Hoover will make them do it. But, whether they do or not, we shall pack no more sweet pickles till the war is over and America has triumphed."

### Another Soft Drink Announced

The Gund Company, LaCrosse, Wis., is putting a new non-alcoholic beverage on the market under the name of Gund's Beverage. It is to be distributed through grocers and other retail merchants and also to hotels, restaurants and soda fountains. Trade-papers are being used at present to advertise for distributors.

### With St. Paul "Farmers' Dispatch"

D. A. Young has been appointed advertising manager of *The Farmers' Dispatch*, of St. Paul. He was formerly classified advertising manager of the *St. Paul Pioneer Dispatch*.



## WHAT THAT MISSION IS

"It is as easy to discuss a problem in fiction, in verse, even in humor, as it is to discuss it in an essay.

"Hearst's Magazine has a serious mission through all its entertainment and that mission is to discuss, elucidate and solve as far as possible the vital questions dealing with our political, economic and social life."

*W. R. Hearst*



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A new Russian nation has sprung into being, quick with the dreams of a greater economic and social life. Charles Edward Russell, of the Root Commission, tells the story of it. This series began with the October issue.

**Hearst's**  
The Magazine  
with a Mission

## More Advertising Men Join the Colors

CORMAN CHELTENHAM COMPANY, INC.

E. H. Cummings, 33d Training Battalion, Camp Meade, Md.

Wm. J. Flynn, National Army, Camp Upton, Yaphank, N. Y.

FINNEY ADVERTISING AGENCY

W. B. Finney, Reserve Officers' Training Camp, Fort Riley, Kan.

SLOMAN ADVERTISING COMPANY, INC.

Ray C. Pater, Officers' Reserve Corps, Watervliet Arsenal, N. Y.

MAC MARTIN ADVERTISING AGENCY

James G. Herr (vice-pres.), Second Officers' Training Camp, Fort Snelling, Minn.

POWERS-HOUSE CO.

F. E. House, Jr. (secy.), 322d Field Artillery, Camp Sherman, Chillicothe, O.

CECIL ADVERTISING CO.

C. C. Johnson, Aviation Corps, U. S. A.

Frank G. Christian, Ambulance Corps, U. S. A.

"HOUSE AND GARDEN"

Geo. E. Dyke (New England representative), Second Lieut. U. S. R., Camp Upton, Yaphank, N. Y.

L. E. McConnell (Southern representative), U. S. Ambulance Corps, France.

Sam Smart (Western representative), U. S. Aviation School, Champaign, Ill.

CLASS JOURNAL CO.

G. Lenzner, Ambulance No. 2, Train 311, Camp Grant, Rockford, Ill.

HYATT ROLLER BEARING CO.

Walter R. Bylund, 1st Lieut. U. S. R., Small Arms Div., Ordnance Dept., Washington, D. C.

ART METAL CONSTRUCTION CO.

E. V. Syrcer, Officers' Training Camp, Fort Niagara, N. Y.

HAYNES AUTOMOBILE CO.

Carl B. Gibson, Officers' Training Camp, Fort Benjamin Harrison, Ind.

NEW YORK "TIMES"

H. M. Bjorck, sergeant, Q. M. Corps, Fort Totten, N. Y.

Francis X. Pavesich, Aviation Section, Signal Enlisted Reserve Corps.

William Bradley, U. S. Marine Corps. H. M. Buggely, second lieutenant, Infantry, U. S. Reserve Corps.

Edw. B. Cumerford, yeoman, First Class, U. S. Naval Reserve Force.

R. J. Sprague, captain, U. S. Reserve Corps.

S. M. Chambers, second lieutenant, same.

H. H. Walker, major, same.

E. B. Wells, second lieutenant, same. Chas. Jenks, Battery B, First Field Artillery.

W. R. Joyce, sergeant, 22nd Engineers, N. G., N. Y.

Howard Humphries, sergeant, First Field Artillery.

"MODERN PRISCILLA"

George H. Hands, Headquarters Company, 101st Field Artillery.

KELLY-SPRINGFIELD TIRE CO.

H. B. Joseph (asst. advg. mgr.), National Army, Camp Upton, Yaphank, N. Y.

H. B. LAW ADVERTISING SERVICE

H. B. Law, Aviation Section, U. S. A., U. S. School of Military Aeronautics, Champaign, Ill.

A. W. SHAW CO.

Bard Priddy, Officers' Training Camp, Fort Sheridan, Ill.

Hal Kennedy, American School of Aviation.

R. A. Matthews, Princeton Aviation School, Princeton, N. J.

Ray Smith, Aviation Service, Washington, D. C.

Lu Smith, American School of Aviation, Cambridge, Mass.

Robert Burton, Jr., U. S. Naval Reserve Barracks, Newport, R. I.

Max Johnson, Camp Grant, Rockford, Ill.

M. H. Whitfield, Signal Corps, Chicago, Ill.

"AVIATION AND AERONAUTICAL ENGINEERING"

L. D. Gardner (pres.), captain U. S. Aviation Corps.

DE FREE CHEMICAL CO.

W. A. Diekmann (adv. mgr.), first lieut., U. S. Aviation Corps.

NATIONAL RADIATOR CO.

H. Tyler Kay (adv. mgr.), National Army, Camp Lee, Petersburg, Va.

MONTGOMERY WARD & CO.

Arthur Hurja, Lieut. U. S. A., Camp Grant, Rockford, Ill.

James Morrissey, Aviation Training Camp, Rantoul, Ill.

James W. Boring, National Army, Camp Grant, Rockford, Ill.

Harold Nornabell, same.

O. J. GUDE CO.

G. Palmer, N. Y. 2d Engineers.

B. Roche, same.

H. Kunkel, U. S. Infantry.

H. Loriot, same.

J. Logan, same.

H. Dale, same.

E. Foster, same.

N. J. Flatten, same.

T. Grotty, same.

G. Martin, same.

G. Livingston, same.

W. Faulkner, same.

T. Jansen, same.

A. Oduber, U. S. Navy.

J. Boehmer, same.

P. Sergott, same.

G. Hertenstein, U. S. Field Artillery.

J. Dunn, Camouflage Division.

R. Lee, same.

T. S. Buchanan, Aviation Corps.

## Tractor Advertising Being Prepared

The Elgin Tractor Corporation, Piqua, Ohio, has appointed the Slomat Advertising Co., Inc., Dayton, Ohio, to handle its advertising. Trade papers and farm papers will be used in a campaign now in preparation.

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## Who Wants Ohio's Big Business?

**Y**OU do. You have a meritorious article to sell and the desire to market it advantageously. It may be clothing, it may be food—or any one of a hundred things people need and use every day.

But there's only one way to get this business and that is to *come after it!* Talk to those to whom you wish to sell. Put your proposition up to them.

Experience *proves* that the surest, quickest way to reach the big buying power of Cleveland and Northern Ohio is through the advertising columns of the *home* paper of these people—the Cleveland Plain Dealer.

Daily circulation is over 175,000; Sunday over 200,000. And there is much more *valuable* information you ought to have, which can be yours for the asking.

## The Plain Dealer

First Newspaper of Cleveland, Sixth City

*Western*  
Advertising Representative:  
JOHN GLASS  
Peoples Gas Building, Chicago

*Eastern*  
Advertising Representative:  
JOHN B. WOODWARD  
Times Building, New York

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## Why We Believe In the Y. M. C. A. \$35,000,000 Fund

(Continued from page 1)

the Russian Army of over 7,000,000 men, the French Army of about 4,000,000 men, the Italian Army of some 3,000,000, and the smaller armies of Belgium, Mesopotamia, India, East Africa, Egypt, and Roumania, numbering possibly 1,500,000 more. Moreover, the 6,000,000 prisoners of war imperatively require the continued practical ministry of America through the Association. Here are a total of 24,000,000 men whose physical, intellectual, social and spiritual betterment are to be promoted. The colossal magnitude of the undertaking is apparent.

There could be no more economical or important use of funds. It means an expenditure of \$1.50 per man. This statement is in a sense misleading, because it is proposed to spend the disproportionate sum of nearly \$10 on each American enlisted man—a very small amount to devote to the welfare of an American soldier or sailor, in view of the needs to be met, the variety of means to be employed, and above all, the dangers and possibilities of the lives of these men, the character of the service they are rendering, the supreme sacrifice every man of them

stands ready to make. To fulfil our obligation to our Allies we should raise this \$35,000,000. In a very true sense the Allies have been fighting, not only for themselves but for us also. Anything which strengthens their hands will hasten the victorious ending of the struggle. The military and civil leaders of certain of our Allies have made it clear that there is no one way America can help their cause more than by placing at the disposal of their entire armies the practical and constructive agencies of the Y. M. C. A. This call comes with convincing force from Russia, France and Italy. Trusted military representatives of our own country, such as Major General Hugh Scott, late Chief of Staff, and General Pershing, have strongly endorsed these appeals. The response must be favorable, prompt and generous.

The \$35,000,000 should be given because of the direct and vital bearing which the work of the Association has in accomplishing the purpose of the War. Napoleon said that in war morale is to other factors as three to one. Each day the warring countries spend over \$130,000,000 to supply the material factors and forces. This budget calls for devoting less than one-third that sum among over one-half of the soldiers of the war, and this not in one day, but in nine months. This work ministers not only to the physical comfort of the men



under arms but also to their intellectual and spiritual nature—in other words, to their morale.

Faith in the desirability and practicability of securing this fund of \$35,000,000 grows, as well as the burning desire and the quiet determination to work with all our power to get it, when each one lets his mind and heart dwell on some one young man who is to receive the benefits thus made possible by the associated gifts and sacrifices of rich and poor. Let him think of that member of his own family, or that relative, friend, or neighbor, or that member of the same society or business or profession. Then let him picture the monotony, the hardships, the moral and physical dangers to be experienced. Let him remind himself of reasons and issues which have sent forth his friend or associate or neighbor at the nation's call. Above all, let him remember vividly the man's devotion even unto death. As he thus lets memory and imagination play, does he not come to the conclusion that the very least he can do is to do all in his power toward providing the \$35,000,000 needed?

Some tasks can wait; not this one. The coming autumn, winter, and spring months will be the most critical period of the War for most of the armies and for the prisoners of war, owing to the prolonged strain (as it has been for so many millions

of the men) and owing to conditions of economic exhaustion, social unrest, and depression of spirit which obtain in parts of the war zones. This work, therefore, takes an added significance, and it becomes us to do quickly and with prodigal hand what we do.

The national campaign for the raising of this thirty-five million dollar fund will be carried on from November 11 to 19. Plans for the organization and promotion of this campaign now occupy the attention of every Association member, worker, and the great multitude of friends outside the Association ranks who are placing their time and interest at the disposal of the campaign representatives. Many large gifts, a multitude of gifts of substantial amounts, and a vast number of smaller gifts will be necessary if the fund is raised. A maximum of co-operation in service and in financial sacrifice is called for from every reader of these lines. Put yourself back of this great movement in your own community. Give and give largely for the sake of the men who are training, fighting—and, as the call comes, are dying—for us. Checks may be made payable to Cleveland H. Dodge, Treasurer, 124 East 28th Street, New York City. They will be credited on the quota of your own state.



*All*  
merchandise  
advertised  
*in*  
The New York  
Tribune  
*is*  
GUARANTEED

*It is the purpose to tell you the whys  
and wherefores of this guarantee in a  
series of page advertisements to ap-  
pear week by week in Printers' Ink.*

# Raising the Standard of Sales Letters by Careful Supervision

A Description of the System as Operated by One Large Concern

By H. N. Rasely

Correspondence Supervisor, Norton Co. (Grinding Wheels), Worcester, Mass.

IF an organization is to be looked up to throughout the world it is necessary that every contact that it has with the outside world must be the best possible. Would the head of an organization consent to have poor appearing, crudely constructed advertising stand over his name? Would he be willing to send out lifeless, shiftless, careless salesmen to represent him throughout the country? Then he dare not let letters which lack force, vitality, personality and character go out to represent him, because these creators of impressions do represent him just as much as the salesman or the advertisement.

The average letter writer is not to blame for his lack of knowledge of how to accomplish things by letter, for he has never been made to see just where letter writing fits in with the rest of the organization. It is not wholly the fault of the schools for schools that have given the teaching of business subjects any attention have, for the most part, followed the needs of the business firms, in so far as they knew what the needs were. The fault rightfully lies at the door of the organization itself. It does not sense its own needs and lacks standards of requirement for work of this kind. A changed attitude on the part of those who stand at the head of organizations will bring about the desired changes in our methods of training.

The closest co-operation between the dictating and transcribing forces is absolutely essential to the success of any such undertaking as correspondence supervision.

This work as we have carried

Portion of address recently made before the Better Business Correspondence Convention, at Worcester, Mass.

it on for upwards of three years has three sides:

- The dictator
- The transcriber
- The training class for letter writers.

A new dictator to us means one who previously has not had any connection with Norton letters. It is easier, I have found, to work with a raw beginner than one who has had experience elsewhere, as we know experience of this kind to-day. The experienced man too often is tied to habits wrongly formed, which it is necessary that he get rid of before he can write the virile letters that we want now.

Our new dictators are given a course of training in which they are taught the use of the dictating machine. All details of how our correspondence system is operated inside are made clear to them, and they are then given some idea of what it means to write the right kind of letters. All instructions of this nature come from the correspondence supervision department. Two manuals form the backbone of this instruction work. One we call the "Manual of Instructions for Norton Dictators." This text book deals wholly with routine matters touching the dictator's work. He is told how to prepare his work for delivery to the transcribing department, in what manner it will be returned to him, how to have corrections made when necessary, and how his letters should be signed. All other details connected with this part of his work are systematized and smoothed out for him. This practice does away with the amount of waste effort which would be present were each allowed to follow a system of his own making.

It minimizes the time necessary



to handle all these details. Some such book would in a short while pay for itself in any organization that employs a number of dictators and typists.

The second instruction book is called the "Correspondence Manual," and this deals with the principles that are necessary to write what we consider the right kind of letters. This is plentifully illustrated with examples taken from our own letters. The new dictator is then given a set of sixteen letters to which he is required to dictate answers and these are later written, criticised and reviewed in company with him. If he is capable of taking on the regular work of a correspondent his name is later added to the list of accredited dictators and his work is regularly supervised. Until we are sure that he can and will write the kind of letters that will truly represent us, his letters are not allowed to leave the mailing room until they have been approved by the correspondence supervision department.

#### FITS THE MAN TO THE JOB

This careful cultivation work at this stage does three things: It more quickly develops the fellow who would ultimately work out his own salvation after more or less experimenting; it helps to bring out the one who might never have arrived of his own volition, and it makes it possible to weed out those who are not fitted for correspondence work without running the risk of having them do any damage during their trial period. To allow untried men to experiment on your customers is most too costly a way for them to get their experience.

The work of each man is followed by means of a record, which is kept on cards. By these records it is possible to see whether the dictators are show-

ing improvement, falling back, or merely going along in the rut.

Just take the tabulation below. It represents the work of a new man over a period of several months.

By putting pressure on these points wherein he was weak he was able to make the improvement shown for March and April.

In supervising the work of our dictators we use a slip, and you might be interested to know that in the time we have been at this work we have used over 6000 of these slips. As each slip represents about three suggestions, it means that we have made over 18,000 written criticisms in that time. This is in addition to the many verbal suggestions that have been made and the many conferences which we have had with the individual dictators.

Now the simplest thing in the world to do is to criticise people. One man told me that I had just the kind of a job which he had always wished for. To be paid for criticising people was, in his mind, the best kind of a job imaginable.

There are two kinds of criticism, constructive and destructive. We never make a criticism unless a suggestion of improvement can be offered, and if we cannot give the suggestion we refrain from making the criticism. When a criticism would hinge merely on a matter of opinion the dictator is given the benefit of the doubt. It is not our attempt to have all letters that leave the organization sound as if they were written by one man, it being our aim to preserve the individuality of each one and to direct that individuality along lines which will best serve our interests.

Just what letters are considered in this supervision work is a question I have often been asked. My answer is, all letters. Those to customers, dealers, salesmen,

Date	Letters Read	Criti- cisms	Per Cent.	Re- written	Per Cent.
Jan., 1917.....	217	106	48.8	29	13.4
Feb., 1917.....	149	89	59.7	23	15.4
March, 1917.....	310	62	20.0	11	3.5
April, 1917.....	252	43	17.1	7	2.8



## Why Philadelphia Offers Greater Selling Opportunities to Merchants and Manufacturers

**N**OW is the time for every merchant to be alert, to forge ahead, to build up permanent business.

Here in Philadelphia—the Workshop of the World—every indication points to record business in retail lines, due to the fact that more than 58,000 business places (of which about 8,000 are manufacturing plants) employing about 700,000 male and 300,000 female workers, are running to full capacity.

Add to this the metropolitan area of Philadelphia, including the great new industries created by the needs of the United States Government along tidewater, such as the great ship-building yards which have been located at Camden, Chester, Gloucester, Bristol, Cornwalls, etc. Then the large munition factories at Eddystone and Essington; the big powder works at Wilmington, Pennsgrove and surrounding towns; the big steel mills at Wilmington, Newcastle and Claymont; the oil and gasoline plants at Marcus Hook, Point Breeze and other points.

These workers and their families are housed in approximately 375,000 separate dwellings in the city of Philadelphia. The net paid daily average 2c circulation of The Philadelphia Bulletin for the six months from April 1st to September 30, 1917 (as per report to U. S. Post Office Department) was 363,115 copies a day.

There is in Philadelphia territory an immense outlet for advertised commodities among these families, who are enjoying the highest scale of wages in years.

Housekeeping needs alone run into a tremendous volume of sales, while food, raiment and other necessities required by this vast army create a market that is third in the United States.

The Philadelphia Bulletin is the one dominant newspaper through which to reach these consumers.

# FIRST IN ROTOGRAVURE

THE NEW YORK TIMES, the first American newspaper to make use of the rotogravure process, issues a twelve- to sixteen-page section with its Sunday edition presenting the world news in photographs reproduced by the perfected rotogravure process. Every detail of the picture is brought out in a beautiful clear impression and in soft, sepia tones.

Superb results are obtained by this process, through the etching of illustrations on a copper cylinder. It is the highest development of newspaper printing. The superiority extends to the advertisements, which are given such distinction that they cannot escape the reader's eye.

The Rotogravure Section of The New York Times enters the homes of more than 400,000 purchasers every Sunday. The arrival of the section is looked forward to with eager anticipation in thousands upon thousands of intelligent and well-to-do families throughout the nation. Its advertising value, especially for articles of women's wear, fine furniture and objects of art, is not surpassed.

Since September 9, 1917, the Magazine Section of the Sunday edition of The New York Times has also been printed by the rotogravure process. The improvement in this attractive, high-class feature of The Times is marked.

The Mid-Week Pictorial of The New York Times, issued Thursday, is printed in rotogravure. In this weekly publication, the story of the war from day to day and of important current events is told in pictures notable for their faithful reproduction of details.

*In ten months of 1917 The New York Times published 10,233,444 agate lines of advertising, 861,524 lines more than in the corresponding period in 1916, 2,359,024 lines more than in the corresponding period in 1915—a greater volume and a greater gain Help and Situation Wanted advertisements alone excepted, than any other New York newspaper.*

branches and those to departments inside the office and shop. Every effort should be one's best effort. To be careless in one respect tends to the development of the habit of carelessness, and this is true of dictating as well as of any other work. Wrong information, statements that are not clear, bad spirit in a letter, all these are in danger of causing mistakes or creating ill feeling, inside the organization as well as outside. In many cases this does not stop with the one who receives and reads the letter, but is passed on to the next one.

The other day I took up a point in a letter that was intended for a salesman. The dictator said something to the effect that, "Oh! That letter is only going to a salesman. It is not necessary to be so careful." The house, to my mind, should always show its best side to its salesmen. It should really act as the leader to its outside sales force, for much of what the salesman accomplishes may depend upon the example which is held before him by the house.

Probably the biggest question which comes up in connection with letters to agents and dealers is, "They have been buying from us for years and ought to know our business pretty well." Yet the fact that they do not is shown by our having to employ men who do nothing except write to customers about their incomplete orders, and a great portion of those orders come from these same agents who are supposed to know all about our business. I can tell you of a case where it took from early December to the latter part of January to get from an agent information complete enough to enable us to enter his order intelligently, and yet he had been doing business with us for years.

In correspondence supervision work, all manner of fellows will be met. A few illustrations will give a more comprehensive idea of the different types. A salesman knew of a customer whose wants were few but who was

badly in need of material. He wrote in simply to ask us not to overlook the order, and this is the way the reply started. How do you think it would affect the salesman's production to receive such letters as this?

"We hope you will not lose any sleep worrying about this particular customer, as we feel that your energy could be devoted to better purpose in looking after some of our really good customers."

One correspondent had written to a customer asking for further information and a reply was not forthcoming. He tried it again with the same result and the third time, losing his patience, he finished the letter, which was short, sharp and curt, with these words: "Either give us the information or cancel the order." When talking this over with him I remarked that the customer probably would cancel the order. His retort was, "Let him cancel it if he wants to." Let me just tell you of the changed attitude of a man of this stamp after a year's time. The following is quoted from a small dealer who was afraid we did not care for his business.

"Probably you will consider this as criticising your methods, and probably the ——— Company's business or our business does not mean much to you, but the ——— Company's business to us, even in wheels, is appreciated."

Here is this man's reply who only a year before told me we were too big to bother with the small fellows:

"You may be sure that your orders and those of the ——— Company are fully appreciated by us, as we fully realize that the bulk of our business will continue to depend on the steady orders of the smaller concern."

#### SHORTER LETTERS THAT HELP ALL CONCERNED

The wordy individual is probably one of the hardest types with which the supervisor has to deal. He wastes his own time in dictating, he wastes the girl's time

in writing and, worse, he wastes the time of the customer in wading through a mass of excessive verbiage. Does this make any difference to your readers, your purchasing agents? Twice during the past six months I have gone out into the field and interviewed different types of buyers in search of suggestions from them as to how we could make our letters better fit their needs. One purchasing agent of a nationally known concern told me that the letters of one firm particularly caused him mental agony. He stated that every time he saw the letterhead he looked for something to cover it up with, for he simply had to let it lie until he had time to dig through it and make a study of it. Here is an example of that kind of a letter. Notice how the dictator spins out what he is trying to drive at and how in the revision the same thing is said without sacrificing anything to clearness or courtesy.

#### *Dictated*

You refer to the 10 wheels, 10 x 1 15/16 x 8", 24 combination L on this order and state that they should be countersunk both sides 7 x 1/2". According to our records, freight shipment was made on June 23 and as the customer has not informed us that they could not use the wheels, we naturally assumed that they had been put into service some time ago.

There is, of course, nothing we can do now unless the customer has put the wheels one side because they cannot be used. If it should be found necessary to return these, to have them countersunk on the other side, please let us know.

106 words.

#### *Revision*

The 10 wheels 10 x 1 15/16 x 8", 24 combination L on this order, which you wish countersunk on both sides, were shipped June 23.

If the customer has not used these as yet, they can be returned and we will gladly have them countersunk on the other side. Please let us know what action will be taken.

53 words.

After making a criticism of this sort on one occasion the dictator remarked that life was too short to worry over such small things. Life was too short for him to get out of the rut, too short to more than cut his efforts in half and at the same time make

a better impression on the mind of his reader, too short to save the time of the transcriber and the one who read the letter. Yet he knew all about concise letter writing, but to know the principles and then to know how to apply them are two different questions.

To put personality into a letter is understood by many to mean filling the letter with personal business, while many people if told to write a strong letter would interpret strength to mean invectives rather than effectiveness. Individuality in a letter, in some people's minds, means the injection into the letter of something funny. One dictator asked me one day if I didn't think it a good plan to put individuality into a letter. I told him yes, by all means. He tried it. Later he brought me three pages of single spaced typewritten matter and all through it he had tried to convey his information in a funny vein.

Another important arm of the Correspondence Supervision service is a bulletin devoted to the interests of correspondence work. We occasionally issue such bulletins and find that the material for them collects faster than we can find time to write the bulletins. These bulletins have been sent to all our dictators in the office, in the field and in our branches, and we know that they have been read and understood from the many letters and favorable comments which have been received in regard to them.

What are the results of Correspondence Supervision? The rewording of tactless statements may save an account which would pay the whole cost of maintenance. It helps to make the customer feel that the inside representative is as much a thinking being as the outside representative. It builds good will, a firm's most precious asset.

The training of the new dictator and the new typist enables them more quickly to realize maximum production. Improved habits of dictation means a saving of time on the part of the dictator

## ALADDIN'S LAMP NO MORE WONDERFUL THAN BEMIS'S

WHEN Bemis, of Standard Oil, perfected his lamp for China, he produced a magic fortune beside which Aladdin's lamp shines dimly.

You may not have in your line one of these magic things around which stories are made. Bemis had to work and dig, and get under, and study, before he got the lamp that justified the oil men's faith in China. So you must study and work, and dig, and get under Asia, whether the return is magic, or merely commercially profitable.

# ASIA

the official organ of the American Asiatic Association, is published, among other things, to give American business an insight into the work to be done in developing the enormous markets of the great Eastern Empires. Its broad purpose is to bring about a big and intimately friendly relationship with the East politically, economically, socially, and in sentiment. The longer you study and prepare, the surer your success when your product is big enough for two markets, or when the one market you now enjoy is over-ridden with after-the-war competition.

*Write for a sample copy of ASIA: See what, and who are behind it*

AMERICAN ASIATIC ASSOCIATION  
627 LEXINGTON AVE., NEW YORK

and also on the part of the operator. Ability to think at the time of dictation instead of after the letter is written saves much time that is ordinarily spent in making corrections and revisions. This is considerable in a large organization.

A little tabulation will bring this out more clearly. This tabulation is a comparison of the number of letters rewritten by our transcribing department during July, 1916, with those rewritten during April, 1917. During April we were recovering from the loss of a number of our phonograph operators, due to promotions and other reasons.

	July, 1916	April, 1917
Letters Written...	7,548	10,143
Total Rewritten...	222	141
Per Cent.....	2.9	1.4
Fault of Operator..	74	58
Per Cent.....	33.3	41.1
Fault of Dictator..	148	83
Per Cent.....	66.6	58.8

Salesmen appreciate the effort. They regard this work as an attempt to make their own efforts more effective and they have sent many valuable suggestions and tips to the supervision department.

Another result is the greater satisfaction on the part of the dictators and transcribers themselves. The dictator takes pride in work which formerly was somewhat more or less of a drudge to him. The transcriber is happier because she can turn out a larger amount and a better quality of work and knows that her effort is appreciated. That these things are true I have had considerable evidence of, for men and women have voluntarily come to me and made these statements.

### Crisco Patent in Court

On the ground that the patent under which "Crisco," the widely advertised food product manufactured by the Procter & Gamble Company, of Cincinnati, is produced, contained nothing novel at the time of its issue, the United States District Court for the Southern District of New York has held that the patent is virtually worthless.

The case in which the question was

decided was one brought by the Procter & Gamble Company against the Berlin Mills Company, manufacturer of a food product known as "Kream Krisp," alleging infringement of the "Crisco" patent. The products, it appears from the court's review of the facts in the case, are similar in a general way, and contain similar ingredients, although in different proportions. However, on the showing made by the complainant, and the facts brought out at the trial in connection with the research which developed "Crisco," the court held that the Burchenal patent, secured by an employee of the company and assigned to the company, showed no new invention, but merely carried to a logical conclusion certain work done by E. C. Kayser, who was employed by the company for a time, and whose process, it seems, was subsequently taken over by the defendant company.

The decision is based on a technical analysis of the products whose composition was in controversy, both as to the materials entering into them and the quality of the product in finished form. No question regarding the trade-names of the two products was involved. The really significant part of the case lies in the fact that under this decision, the Procter & Gamble Company has no exclusive right to the manufacture of lard substitutes similar to "Crisco." An appeal to higher courts is probable, however, in order to secure a final adjudication of the matter.

### Quick Returns

THE AMERICAN TOBACCO COMPANY  
INCORPORATED  
NEW YORK, Nov. 2, 1917.

#### Editor of PRINTERS' INK:

Five minutes ago I opened your November 1st issue, and on page 76 I noticed the letter of Mr. Malcolm, of the American Express Company, to you asking for information about advertising media in the Far East.

Four minutes ago I had Mr. Malcolm on the telephone, offering my services as adviser.

Three minutes ago I was still explaining my several years' residence in the Orient, which gained for me the valuable dope which Mr. Malcolm desired.

Two minutes ago Mr. Malcolm stated, without fear of successful contradiction, that PRINTERS' INK surely had brought him quick returns and here's a letter written to you about the whole matter, and all in five minutes—no more, no less! Ain't nature wonderful?

WM. P. BANNING.

### Hal Fink, New York "Herald's" Ad Manager

Hal Fink, for the past two years advertising manager of the New York *Evening Mail*, is the new advertising manager of the New York *Herald*. Mr. Fink was business manager of the Duluth (Minn.) *News-Tribune* before coming to New York.

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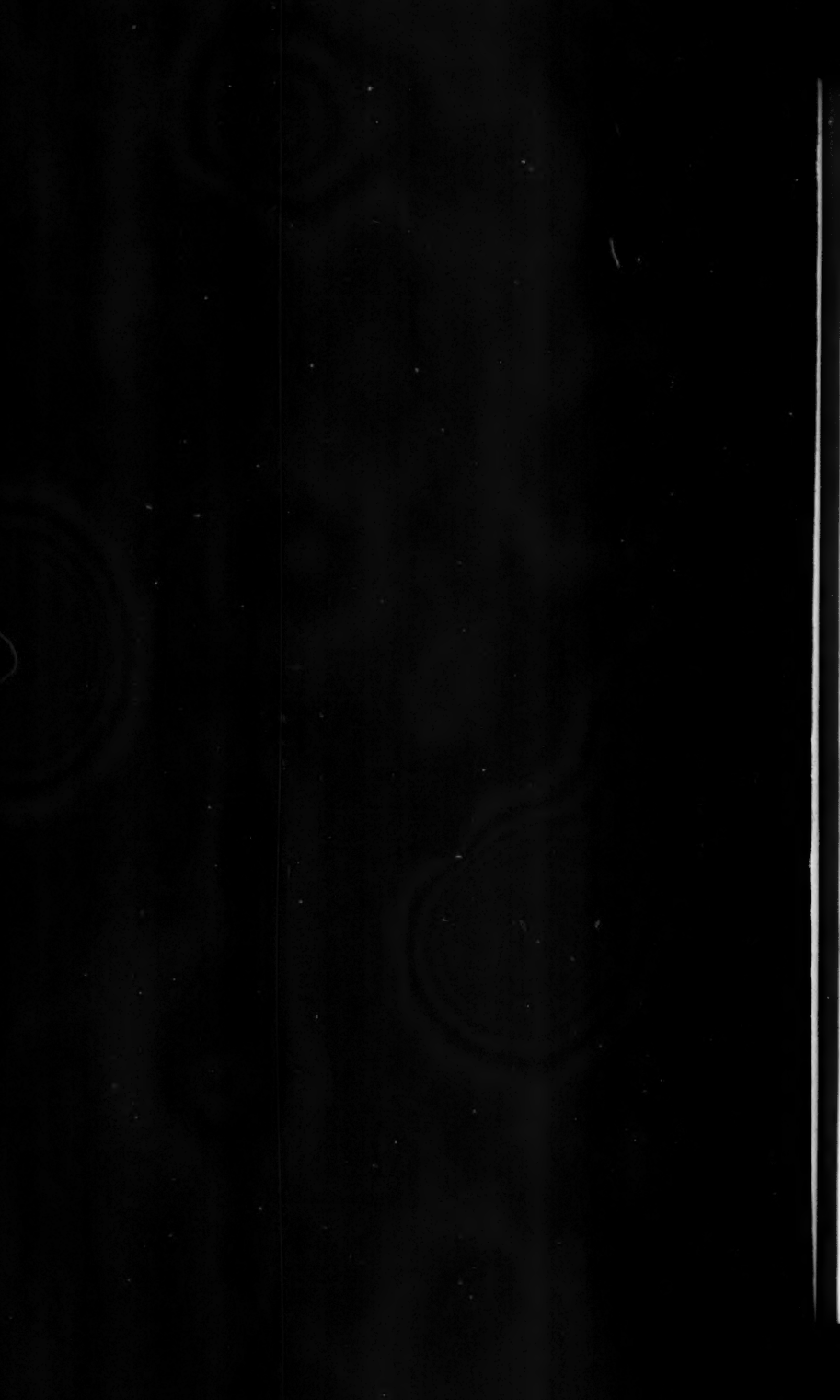
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**SUBSCRIBE  
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Nugent's**  
THE GARMENT WEEKLY

**NUGENT'S  
DIRECTORY**

**THE ALLEN-  
NUGENT CO.**  
PUBLISHERS  
1182 BROADWAY  
NEW YORK  
Telephone 9580 Mad.Sq.

**CHILDREN'S INFANTS  
MISSSES & WOMEN'S  
GARMENTS  
FURNISHING**

**Spring  
1918  
No. 29**

**PRICE \$1.00**  
**Table of  
Contents  
Page - 5**  
**Advertisers  
Index Page 8**

**King & Applebaum**  
**39 - WEST 32<sup>nd</sup> ST., N.Y.C.**  
**Virginia Dare Dresses 6<sup>75</sup> up**

No more advertising can be accepted for the spring, 1918, issue of Nugent's Directory (out Jan. 1st). With all former records shattered, we have been obliged to close our forms six weeks earlier than usual—we thank you.

**THE ALLEN-NUGENT CO.**  
**1182 BROADWAY, NEW YORK**

*Publishers also of*  
**NUGENT'S—The Garment Weekly**

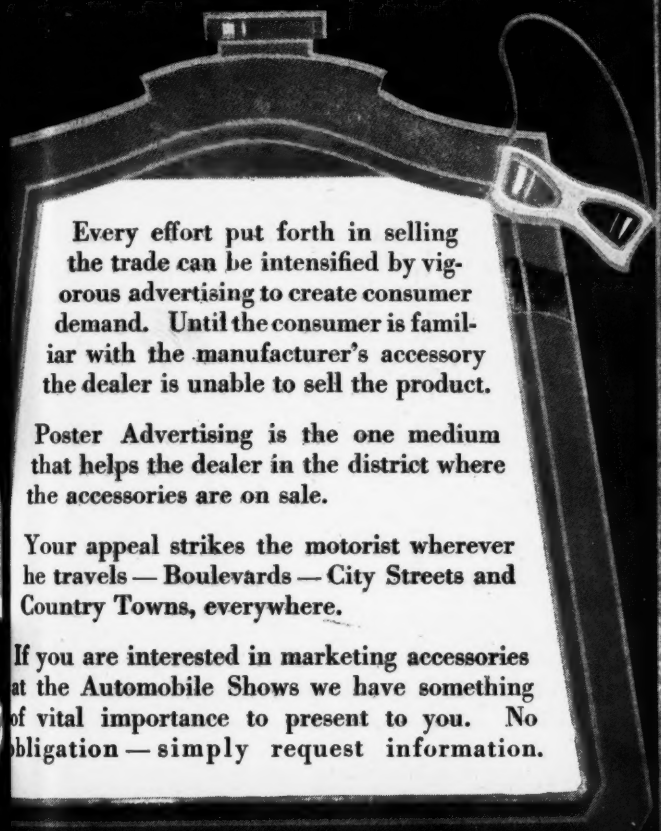
AUTOMOBILE



Poster Adver

515-52 AVE.

# E ACCESSORIES



Every effort put forth in selling the trade can be intensified by vigorous advertising to create consumer demand. Until the consumer is familiar with the manufacturer's accessory the dealer is unable to sell the product.

Poster Advertising is the one medium that helps the dealer in the district where the accessories are on sale.

Your appeal strikes the motorist wherever he travels — Boulevards — City Streets and Country Towns, everywhere.

If you are interested in marketing accessories at the Automobile Shows we have something of vital importance to present to you. No obligation — simply request information.

## Advertising Co. Inc.

## Tales Over the Tea Tables



**I**N the most intimate scenes of life silverware has a conspicuous place.

It is a quality which makes it the most treasured and valued of all household possessions.



For the part played in the dramatic incidents of today articles of 1847 Rogers Bros. Silverware are destined to become treasured and historic just as have the heirlooms in this same brand of silver hallowed by the touch of preceding generations.

1847 - Seventy Year Plate - 1917

The Standard Silverware of the World

Sold by leading dealers. Send for Catalogue 1917

INTERNATIONAL SILVER CO., MERIDEN, CONN.



**1847 ROGERS BROS.**  
SILVERWARE

**I**N the above advertisement, now appearing in leading magazines, the military motif has been introduced dramatically in a legitimate manner.

The Cromwell Pattern illustrated, has won much favor by its simple, yet beautiful lines.

**Sold by leading dealers**

**INTERNATIONAL SILVER CO., MERIDEN, CONN.**

*The World's Largest Makers of Sterling and Silver Plate*

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# The Small Ad that Commands the Eye

Some Recent Feats in Advertisement Display that Impress One Judge as Being Unusually Good

By Robert R. Updegraff

"I'D like to do some advertising, but these days a man has to use full pages or double spreads to have his advertisement seen at all. The little fellow has no chance any more," said a man to me the other day.

Whereupon I reached into my desk drawer and pulled out a folder labeled, "Small, but Good," and proceeded to show this gentleman that he was mistaken, and that it was possible to prepare small advertisements that would be seen.

When I had finished, my friend remarked: "That demonstration is too good to keep filed away in that folder. You ought to put them on record in PRINTERS' INK."

In the hope that the demonstration may be of interest to others who are struggling to make a big impression with a small amount of money, or else are holding back from advertising because they feel, with the gentleman quoted above, "that the little fellow has no chance any more," I am setting down a few random thoughts on the subject, illustrated by a few random illustrations from the folder mentioned. There is nothing really wonderful about the advertisements reproduced on the pages following; there are many more that would average as good to be found in the magazines and the newspapers. But there are also many that are decidedly below this average, in both attraction power and copy, for some of these little advertisements are rather unusual from a copy standpoint. The reductions are just one-half scale, except in the case of the row of four advertisements, they being reduced from fifty-six agate lines, single column.

The advertisement (page 58)

with the outline of the tree, headed, "Do your children," is one of a series which has been running for some time in the New York newspapers, each advertisement different, and all equally suggestive of the nursery and landscape gardening business which they advertise. It has been almost impossible to glance at the newspaper page on which these little advertisements have appeared without taking a close look at the design and reading at least part of the copy. Some of them achieved more real prominence on the page than quarter and half-page advertisements with which they were competing.

## TYPEWRITER TYPE GETS ATTENTION

The advertisement of Werner & Werner directly below the tree advertisement gained display, and remarkable display, at that, by the simple use of a little block of white space, setting the copy in typewriter type, and using outline lettering for the firm name. It drew the eye instantly, though it was competing with much larger and more commanding advertisements. The use of typewriter type nearly always draws attention. John Wanamaker has used single-column advertisements in the magazines on several occasions to announce a new catalogue setting the entire advertisement in typewriter type, even to the heading and firm name. Theatrical advertisements are also set in typewriter type occasionally, with the result that a very small advertisement will get more display and a more general reading than a much larger advertisement next to it that is set in large, readable type.

The Revillon Frères advertisement is a good example of what

can be done in gaining display by the use of a little drawn border. This border, with different copy, is used occasionally in the New York papers with striking effectiveness. It sings right out from the page.

The hand-drawn advertisement of the Society of Arts & Crafts is from a paper of ultra-exclusive

small size than it would have had it been double the size, on account of the fact that the lines were short and the whole message could be absorbed with two or three "jumps" of the eye. It would be hard to find a better balanced small advertisement, to my way of thinking.

"Reduce your indebtedness to

*Do your children*

go to someone else's lawn to play because yours is not shady enough? Are you waiting ten years for your "lady trees" to grow up? Then you know that you can have big, blended trees right away—*yes*, this week—that will make your grounds the envy of your neighbors and warm your heart with pride. All you have to do is trust to us.—so our 10 years of knowing how we guarantee everything. Phone us (Westbury 65) or drop us a card—today!

**I. NICKS & SON**  
WESTBURY, N. Y. (Long Island)



Decency and fairness and quality combined with common sense prices have given this Man-and-Boy Clothing Store its high standing in St. Louis

**Werner & Werner**  
QUALITY CORNER  
ON LOCUST STREET AT SIXTH  
SAINT LOUIS

Separate Muffs  
to Match Costumes  
or Coats  
Ready for Delivery

**Revillon Freres**  
New Address  
Fifth Ave. at 53d St.  
New York

*The Society of*  
**ARTS & CRAFTS**  
Christmas Gifts with  
Individuality and  
Distinction  
At Moderate Prices  
**9 Park St.**

Reduce your indebtedness to the world and send that

**\$10**

right here to us. You know it will do good.

**THE BABIES' HOSPITAL**  
Leslie Ave. at 51th St.

**POSTUM**  
instead of  
coffee helps  
thousands to  
sleep nights  
"THERE'S A REASON"

*Who's your dentist?*

Among Dr. Wilson's clients are many prominent business men who say to their friends "Go to Wilson, you'll yourself in better hands."

**DR. W. R. WILSON**  
Tel. Oakfield 4108-B. 2 Park Sq.

**BUNS**

Have you ever tried our Buns? We are going to tell you just how we make them. 1 qt. rolls of eggs. 1 lb. best Creamery Butter, 1 lb. sugar, 1 lb. Curacao, 1 ea. Salt, juice of 2 lemons, 4 ea. Yeast, 2 cts. water, mixed with very best bread Flour. Can you make them for the price we sell them for, 15c per doz? Next Tuesday we advertise them for 11 cents per doz.

Remember next Thursday and Friday are Hot Cross Bun days. There is a satisfaction in paying for Quality.

**STODDARD**  
Fancy Baker & Caterer  
390 EASEX ST.

**More light —  
More dividends**

Over 1000 firms are getting from 15% to 30% more daylight by treating the ceilings and walls of their plants with Rice's Gloss Mill White.

It is the only oil-paint giving a glossy, tile-like finish—and the cost is no more than lead and oil paint.

Employees are more satisfied and do better work. Sanitary.

FREE—"More Light." Send for this new booklet.

**RICE'S GLOSS MILL WHITE**  
The Original—There is no substitute.

NINE NEWSPAPER ADVERTISEMENTS THAT REFUSED TO BE OVERLOOKED, IN SPITE OF THEIR SMALL SIZE

circulation, and it has the effect of being much larger than it really is. In attraction power it is really equal to two columns seven inches deep, instead of three and one-half inches single column. Indeed, I am not sure that it did not get a larger reading in the

the world and send that \$10 right here to us. You know it will do good," is the message of the little advertisement of The Babies' Hospital in the center of the group. It absolutely dominated a page crowded with other advertisements. To have displayed



The Remarkable Growth of  
**The Pittsburgh Post**

is shown by the fact that it *is now*

**Second in Daily Circulation**  
**Second in Sunday Circulation**

***There Are Five Sunday Newspapers in Pittsburgh  
and Four Years Ago THE POST Occupied  
Fifth Place in Quantity of Circulation***

This great record is the result of furnishing to the people of Pittsburgh, 7 days a week, a better newspaper than they were accustomed to, a newspaper alert and reliable, enterprising and decent, accurate and comprehensive, honest and interesting. No expense or effort is spared in making every issue of this newspaper better.

Its editorial policy exemplifies the highest regard for the welfare and best interests of the community, state and nation.

Its wire news service includes the full daily and Sunday reports of The Associated Press, International News Service and Chicago Tribune.

THE PITTSBURGH POST shares with The Chicago Tribune and receives over private leased wire all special cable and domestic news received by the latter, exclusive of that furnished by the regular press associations.

The slogan of THE PITTSBURGH POST is "MOST NEWS," and above all its columns, both news and advertising, ARE CLEAN.

THE PITTSBURGH POST is fit for the home—fit for the office, and is the kind of a paper the people of this great, prosperous, active community want and put their faith in.

---

Between April 1st and October 1st, 1917—as shown by the sworn statements made to the Post-office Department, THE PITTSBURGH DAILY POST gained over 14,000 new readers—this without the aid of any contest or promotion scheme—solely upon its merits as a newspaper.

---

*If you are in any manner interested in the  
"Workshop of the World" you need*

**THE PITTSBURGH POST**

*—A Million Lines  
met this fate—*



## CENSORED

**O**WING to a strict censorship the NEW YORK EVENING TELEGRAM bars from its advertising columns all proprietary medicine advertising making apparently untrue or exaggerated claims—medical testimonials or photos of those cured or relieved—any preparation so advertised as to conceal its proprietary character and lead one to believe it a simple chemical or vegetable drug purchasable in small quantities at any drug store—advertising without classification to be confused with news matter—copy containing scare cuts—offensive copy either in text or illustration—blind readers set in news type—and all other advertising that may cause loss of readers' confidence in reputable advertising and honorable business.

### Your Advertising Is Judged By the Company It Keeps

Because of the above elimination process the NEW YORK EVENING TELEGRAM accepts less proprietary medicine advertising than any other New York evening newspaper of large circulation.

#### CONE, LORENZEN & WOODMAN

Publisher's Representatives

New York

Chicago

Kansas City

Detroit

Atlanta

it, even in three or four times its space, would not have given it equal prominence, unless much the same form had been used.

The Postum advertisement stuck out on the page like the proverbial "sore thumb" and flashed its message before the reader quite knew he was reading it. Considerable of a feat for a 2x2 advertisement on a big newspaper page!

The dentist's advertisement at the head of the third row strikes me as being remarkable in several ways. In the first place, it was clipped from a daily paper circulating among the elite. It took nerve for a *dentist* to boldly advertise in a paper like this one, for its readers are the exclusive of exclusives and are not given to patronizing advertising dentists or doctors. But so well did Dr. Wilson handle his message that the advertisement did not seem in the least out of place in this medium. The copy, under the heading, "Who's your Dentist?" is simple, dignified, and to the point: "Among Dr. Wilson's clients are many prominent business men who say to their friends 'You cannot put yourself in better hands.'" The use of a hand-written heading made this tiny advertisement stand right out, and in addition gave the advertisement, to my mind, a little professional touch and made it look a little less "advertisy" than would the same question set in type.

The remarkable thing about the Bun advertisement below that of the dentist is that the single word, "Buns" attracted attention to it, and then the reader made the discovery that this baker boldly printed his recipe for buns. Nothing he could have said, if he had used a full page, would have carried the impression of purity and wholesomeness more effectively than this frank disclosure of his recipe. He knew he was safe in printing it, evidently, for he goes on to ask, "Can you make them for the price we sell them for, 15 cents per dozen?" The baker told me that it sold buns.

For a small advertisement the

Rice advertisement in the lower right-hand corner gets a big message across most effectively, and the advertisement certainly "stuck out" on the newspaper page.

Turning to the group of magazine advertisements (page 62), we find a remarkably varied assortment, getting their messages across in various ways.

The little two-column advertisement of the subscription department of the Crowell Publishing Company achieved display in the same way that the dentist's advertisement did: through the use of a hand-written heading, or in this case, "siding." There is nothing especially remarkable about it, excepting that it was the first and last thing one saw in glancing at the page it appeared on in the magazine, which result is one that we advertisers are all striving to *approach*!

The Florence Hat Shop advertisement is from a society magazine, and not only did it fit the publication, but it "stuck out" on the page most strikingly!

The Stanley advertisement to the left of it is remarkably complete, showing as it does a garage door with a man about to open it, a detail drawing to illustrate the fact that the wind cannot slam the door closed, and a brief message about Stanley garage hardware.

#### A FORM THAT CATCHES THE EYE

Sally Cross greets you in an oval on the bias, perhaps one of the most successful forms to attract the eye. The advertisement contains considerable copy for a two-inch space, but owing to the form and set-up of the advertisement it does not look unduly crowded.

The Babcock advertisement seems to me to be a wonderful example of getting "atmosphere" into a small advertisement. Of course, this piece of copy would be ever so much more effective in full-page size, but even in miniature it is very effective. Some of the softness and delicacy of the design are lost in the reproduction.



# Is *Your* Label in Their Suits?

Every year more men are turning to ready-to-wear clothes, because ready-to-wear clothes are getting better every year.

And there never was a better opportunity for manufacturers of men's good clothing because there never has been a time when men took such big chances in buying unbranded, unknown clothes without any reputation or responsibility back of them.

Tell the members of the Y. M. C. A. about the merits of your particular make of clothes. They number over 700,000—young men, business men, professional men—men who can afford and want good clothes. They read *Association Men*, the official organ of this "greatest men's club in the world."

A page advertisement in *Association Men* will give your campaign a running start. It measures 7x10 inches—an excellent size for distinctive display. The rate is 40 cents a line, \$168 a page.

You will be telling your story to men who need your goods instead of paying for waste circulation. Every reader is a prospect.

## ASSOCIATION MEN

A. P. OPDYKE  
Advertising Manager



124 East 28th Street, New York

HARLEY L. WARD

19 S. LaSalle Street, Chicago

JAMES I. PECK  
Eastern Representative



## A Clear Track Ahead— or Switched on a Siding?

When peace times and readjustment come, "the right of way" will belong to *standardized, advertised goods*. For, as prices decline at the end of the war, the dealer will be more and more chary of tying up funds in merchandise whose value is unstable or steadily decreasing.

His experience and his judgment will emphasize the truth that his only safety in profits lies in stocking standardized merchandise *for which a market has been made with consumers*.

Manufacturers with foresight are managing their affairs to meet this issue. To such we are prepared to present some interesting data regarding our methods and our highly organized merchandising and advertising service.

**Mallory, Mitchell & Faust**  
(Inc.)

*Advertising and Merchandising Counsel*

**Security Building - - Chicago, Ill.**

Established 1904



is a Director in the Illinois Audubon Society," all go to make this one of the most complete little advertisements that one would find in a month's magazines.

The Danersk decorative furniture advertisement is a little gem, the white furniture against the black background being an inspiration. Part of this effect—the sharpness of the contrast—is lost in the reproduction. Its attraction power on the page was remarkable.

The little log-cabin picture illustrating the Jim Pond Camps reached right out of a solid page

ferent style of small advertisement. It is neither pleasing nor artistic, but it is, nevertheless, effective in many ways, due almost entirely, it seems to me, to the happy selection of the heading directly under the book, "That's a Good Idea!" Without that heading the advertisement would sink of its own weight; with it, the rest of the copy begins to have a chance—even to the coupon! This advertisement illustrates very forcibly the fact that it is often something more subtle than striking pictures or large patches of white space or mechanical tricks



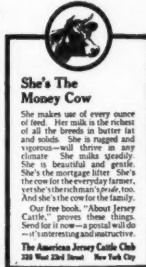
The Fitting is in the Kaiting  
**BURSON**  
FASHIONED HOSE  
Superior hose—made in our mill and in a class none. The great comfort and smoothness of it all time—no shrinkage, no breakage. The only hose that will last. Write for our new book "The Fitting is in the Kaiting" to J. R. Stewart Mfg. Co., 127 North LaSalle, Chicago.



Point your pencils with this—the Stewart Junior. In cobalt alloy steel cures (double) won't break the lead—and won't get dull. A truly wonderful discovery—four inches high—and practically no weight. Same time—dirt—matters. Get one at your dealer's—today, or direct from J. R. Stewart Mfg. Co., 127 North LaSalle, Chicago. Price—with clamp—only \$2.00

To every clerk a pencil  
which steals none of his time and yields you his maximum efficiency. No "come out" for writing. Blaisdell Paper Pencils and they run 15 to 18 ft. less than wooden pencils. Ask us for the proof.  
For general office use, Blaisdell 202 is superior. Number from your stationery.  
There are Blaisdell pencils of every kind for every purpose. Pencils specially imported for advertising purposes.

**Blaisdell** Pencil Company



**She's The Money Cow**  
She makes use of every ounce of feed. Her milk is the richest of all the breeds in butter fat and solids. She is rugged and vigorous—will thrive in any climate. She milks steadily. She is beautiful and gentle. She's the mortgage lifter. She's the cow for the everyday farmer, the rich man's pride, too. And she's the cow for the family.  
Our free book, "About Jersey Cattle," proves these things. Send for it now—a postal will do.—it's interesting and instructive.  
The American Jersey Cattle Club  
228 West 23rd Street New York City

FOUR FIFTY-SIX-LINE ADVERTISEMENTS THAT COMMAND ATTENTION FAR OUT OF PROPORTION TO THEIR SIZE

of camp and recreation advertisements and grabbed your attention just as though it were in the middle of a blank page—and perhaps a little more effectively, for I notice that this little  $1\frac{3}{4} \times 1\frac{3}{4}$  advertisement loses about half of its effectiveness when taken out of its setting in the magazine page.

The advertisement of the Hotel Puritan just below is another  $1\frac{3}{4} \times 1\frac{3}{4}$  piece of copy that not only says a good deal but commands attention out of all proportion to its size as it appears on the magazine page, and yet does it with dignity. The little picture of the hotel, the figure of the Puritan, and the tiny drawn border all help to convey the atmosphere of refinement connected with this exclusive Boston apartment hotel.

The advertisement of Horn filing books, in the lower right-hand corner is an entirely dif-

ferent style of small advertisement.

If we jump to larger spaces—huge 56-line spaces—we find that we can make them very effective if we give the matter sufficient time and thought and do a little experimenting with white space and display lines and pictures. The four 56-line advertisements reproduced above are particularly good examples of what can be done with such small space. The oval "Point your pencils" seems to me to be nearly 100 per cent perfect. The pencil advertisement right next to it fairly yelled at you from the big page it appeared on, and yet there is nothing "yelling" about the advertisement itself.

Without pretending to be any connoisseur of this kind of human display, I say unblushingly that I believe the 56-line Burson advertisement shows women's hosiery most effectively! The



name and the key thought stand out almost as effectively as the display itself.

The Burson advertisement, like many other small advertisements, would undoubtedly increase its effectiveness proportionately if enlarged to full-page size. Which brings out another very significant point: one of the best tests of any advertisement is: Will it reduce well? If it will reduce without losing much in proportion, in attractiveness, in balance, and in the way its message sings out, it is pretty sure to be a well-built advertisement. It is surprising to find how many large advertisements will not stand this reduction test.

This article is not written in any sense as an argument for small advertisements versus large ones. Why use a tablespoon to shovel away a mountain if you can possibly hire a steam shovel? But, on the other hand, why hang off and refuse to dig at all in the Mountain of Sales and Profits and Public Good Will just because you don't happen to own a steam shovel or have not the means to hire a big one? The little advertisements used to illustrate this article are proof enough that small space *can be made effective*; can, in fact, compete with larger advertisements for attention, if properly planned and prepared. The same amount of thought and care and experimenting that are put into the creation of a large advertisement will often produce remarkably successful small advertisements, and they will often give the advertiser a *start* toward the rental price of a steam shovel. The important thing to look out for is not to forget that there is such a thing as a steam shovel and go ahead and marry the tablespoon!

### Joins Daniel Hayes Company

Harry I. Wildenberg has been appointed advertising manager of the Daniel Hayes Company, land merchant, of Rock Island, Ill. Until recently he was advertising manager of the Riley-Shubert-Grossman Company, Chicago, and prior to that was with the Spiegel-May Stern Company, of that city, and the Larkin Company, of Buffalo.

### Hosiery Dealer Criticizes Manufacturers

Criticism by dealers of the policy of hosiery manufacturers in weakening the guarantee and endeavoring to discourage replacements is reported by *Mew's Wear*, New York. The new plan is also criticized whereby prices are not to be fixed at the time of placing the order, but when the goods are shipped.

Referring to a recent announcement of a leading hosiery manufacturer, the dealer is quoted as saying:

"The business of this particular house has been built up solely on the basis of its liberal policy in guaranteeing its goods. By adopting that policy it has helped to create what practically amounted to a new American industry, and a markedly successful one. A weakening of its guarantee now strikes me as poor business policy, likely to injure its standing, both with the dealer and the consumer.

"If this guarantee plan had been excessively expensive in the past, there might be some excuse for modifying it now. But my own experience with the line is that I have never called for replacement of more than 7 per cent of my orders, and I think that is higher than the average. That does not mean that the manufacturer lost 7 per cent, for he did not make refunds in cash, but in merchandise, so that the actual cost to him was probably not as much as 5 per cent."

With reference to the new method of billing, whereby merchandise will be billed at the prices in effect at date of shipment, irrespective of order date, the dealer says:

"Reorders form a large percentage of the business of every retailer in such staple articles as hosiery. How can a merchant tell a customer that he does not know what price he will have to ask for a duplicate order of the same kind of hose the customer has always bought? The customer would certainly refuse to place an order on any such basis. The fair way to treat such a situation would be for the manufacturer to stand any loss that may be occasioned by advancing costs of production between the time of accepting the order and delivery. That loss would not be considerable, for the manufacturers buy their materials far in advance, and carry stocks, so that cost increases would not be sudden, but could be foreseen months in advance."

### Joins New Orleans "Item"

Charles W. Townsley, recently with the Vulcan Steel Products Company and the New York *Tribune*, has joined the advertising department of the New Orleans *Item*.

### Toronto Agency Changes Name

The Gagnier Advertising Service, Toronto, has been changed in name to the Consolidated Advertising Agency. There will be no change of ownership or personnel.



# BALTIMORE, MARYLAND.

The Billion Dollar City

# THE AMERICAN

*Its Foremost Newspaper*

144 Years Old

The Oldest Paper In the United States

Among America's busiest cities is Baltimore. \$150,000,000 of new capital has been invested in industries.

Industrial Baltimore has been growing at the rate of \$6,000,000 a month, with a great increase in population.

Since 1904 Baltimore has spent \$144,000,000 in new buildings.

It has erected within ten years 20,000 new homes for the wage-earner at a cost of \$30,000,000.

Baltimore's annual wholesale business is \$250,000,000.

Its business operations aggregate \$1,000,000,000, with manufactures leading.

Its working population averages higher wages per capita than that of any other city in the United States, with one exception.

Its people are earning more. The bank deposits for 1916 were \$183,853,302, with \$100,033,551 additional in the savings banks.

The Exponents of this Greater Baltimore are The BALTIMORE DAILY AMERICAN, The SUNDAY AMERICAN and The STAR—a family group of newspapers that cover the field.

THE AMERICAN dates from 1773 and is noteworthy in Baltimore for its CIRCULATION, CHARACTER and INFLUENCE; The STAR is BALTIMORE'S fastest growing evening paper and the favorite of women readers; and The SUNDAY AMERICAN enters virtually every home in Baltimore and the suburbs.

Circulation: The Baltimore American (morning) . . . . . 92,381  
The Sunday American . . . . . 96,063  
The Star (evening) . . . . . 53,903

*Member Audit Bureau of Circulations.*

**VERREE & CONKLIN,**  
Eastern Representatives,  
Brunswick Building  
New York

**C. GEO. KROGNESS,**  
Western Representative,  
Marquette Building,  
Chicago



## *Shoestrings and Airplanes*

EVER stop to consider the textile industry's part in the war? Uniform cloth, underwear, socks, hats, sweaters, gloves, puttees, overcoating, tents, blankets, bedding, flags, gun cotton, powder bags, shell cloth, airplane wings, balloons, waterproof coverings, ribbons, rope, bandages, absorbent cotton, etc., etc. No wonder textile mills are BUSY. It's a good time for you who sell to textile mills to get busy, too.

## **Textile World Journal**

*Member Audit Bureau of Circulations  
and Associated Business Papers, Inc.*

**New York, Boston, Philadelphia, Chicago, Greenville, S. C.**

# Will the War Suspend Packaging of Foods?

No Especial Danger of Radical Action—Conditions Here Different from Those in Canada

*Special Washington Correspondence.*

**J**UDGING from opinions in some well-informed quarters, there seems to be little likelihood that the United States Government will attempt to follow the example of the Canadian Food Controller with respect to the prohibition of the packaging of cereal products in units of less than twenty pounds, as reported in *PRINTERS' INK* last week. That is to say, no decision as to the policy of the U. S. Food Administration on this issue had been reached up to Monday, November 5.

This particular proposal, like most others relating to the packaging of food products, comes under the jurisdiction of the Food Administration's Division of Distribution of which Theodore F. Whitmarsh is head.

Conservatively inventoried, there are several rather potent influences at work in behalf of a continuance of old habits on the part of American manufacturers of breakfast foods and other cereal products. Most important of these is the circumstance that the producers of packaged cereals, etc., have been among the most active of all production and distributing interests in volunteering for any service that the Food Administration might ask. One of the general executives of the Food Administration stated to a *PRINTERS' INK* representative on Saturday that the cereal manufacturers have shown such a fine spirit of co-operation and accorded such ungrudging support to the Government in all its moves for food conservation and the elimination of waste that the officials were extremely loath to press them with respect to the curtailment of packaging, even though such packaging be considered economically wrong.

Right here you have the crux of the situation,—a feeling prevalent to a very considerable extent in the Food Administration that packaging is a non-essential service that is placing unwarranted expense upon the consumer. Of course, not even the most ardent "reformers" of packaging practice make any plea that the issue of food conservation is involved in this particular proposition. Obviously the packaging of food does not induce or encourage any loss or waste of food. On the contrary, theoretically, use of the package should cause a saving in retail stores as compared with the wastefulness of the open bin, and a saving in homes over food storage in bulk, subject to the pilfering of servants, the raids by mice and the nibbling of junior members of the household.

What the opponents of cereal packaging do plead, however, is that the saving on the cost of the container and upon the operation of packaging, and possibly also on the cost of freight transportation, cartage, etc., ought to cheapen the cereals involved. They have on the tongue, this contingent of Food Administration objectors, all the familiar patter to the effect that America has the most wasteful and most costly distributive system in the world. Hence they like to flirt with the idea of the abolishment of packages, although whether or not their determination would hold when it came actually to signing a death warrant is quite another matter.

That the strongest voice in the Food Administration councils on this issue is that of Mr. Whitmarsh is an advantage for the manufacturers, because through his connection with the firm of Francis H. Leggett & Company of New York, and in his capacity

of president of the National Wholesale Grocers' Association, Mr. Whitmarsh has opportunity to bring to bear on the problem the accurate inside knowledge of a merchandiser who appreciates the advantages of the American packaging system. In expressions previously given to PRINTERS' INK with reference to other food specialties, he has shown a very conservative attitude with respect to overturning established usage.

It is a fair guess that, in its decision with respect to packaging, the U. S. Food Administration will scarcely adopt the arbitrary method followed in Canada. The American plan, when any such disturbance of production or selling routine is contemplated, is to call manufacturers into conference and attempt to arrive at an amicable understanding—perhaps a compromise that will disturb trade conditions as little as possible. As for packaged foods, the officials at Washington have a very lively appreciation of one equation that seems to have been overlooked by the Canadian Food Controller, namely, the sanitary consideration and the preservation of the flavor of cereals that might suffer serious loss on this score if exposed in open boxes or barrels.

### Texas Farm Paper Opens Branch Office

*Southland Farmer*, published at Houston, Texas, has opened a branch office at Dallas with T. M. Darlington, president of the company in charge. The advertising in the future will be handled from Dallas.

### Greenfield Joins Omara & Ormsbee

C. E. Greenfield has joined the Chicago office of Omara & Ormsbee, special newspaper representatives. He was formerly manager of the automobile advertising department of the *Milwaukee Journal*.

### Joins "Dry Goods Economist"

Robt. E. Jones, formerly connected with the display department of Gimbel Brothers, New York, has become associated with the window display service of the *Dry Goods Economist*.

### Those Famous "Joke Towns"

NEW YORK, Oct. 30, 1917.

Editor of PRINTERS' INK:

Here is something that has been on my mind and perhaps some of your readers can enlighten me.

It is said (probably without truth) that the Ford company welcomes each new joke though each joke may be a slam on the flivver. How about the joke towns which we have heard about for fifty years or more? Here is a list of the joke towns which you will find referred to (until you are weary) on the stage, in newspaper and magazine writing, and by speakers: Kalamazoo, Kankakee, Keokuk, Kewanee, Oshkosh, Hoboken, Hackensack, Pensacola, Oskaloosa, Paducah, Yonkers.

Take Oshkosh. Now, that is not a bad city at all. I have been there, and it is a neighborly town, with pleasant streets, and altogether quite livable. What is your opinion—have all the jokes benefited Oshkosh or not?

I have never been to Kankakee, but I can imagine myself rolling through the town and being full of curiosity on getting a look at this widely bruited place. Is that the kind of interest which is valuable for Kankakee? I do not know, and I am keen to know.

Every slam is a boost, but has every joke been a boost for these towns?

A joke moves of its own momentum after it has once become an accepted form of pleasantry. Kalamazoo may become an attractive, thriving town, and yet the hoary old joke rolls on regardless.

If it is good advertising, we should not, I presume, do anything about it; but supposing it is not good advertising, what can we do about it, and what can the various joke towns do about it?

O. R. T.

### Clarence N. Cook With Chappelow Agency

Clarence N. Cook has joined the promotion department of the Chappelow Advertising Company, St. Louis. He was formerly advertising manager of the Philadelphia *Evening Telegraph*, and before that had been associated with daily newspapers in various other cities.

### C. B. Morse with Cleveland Printers

C. B. Morse, formerly advertising manager of the Ingersoll-Rand Company, New York, and more recently associated with the Bartlett-Orr Press, of the same city, has been appointed vice-president of the Artercraft Company, of Cleveland.

### Change in Greater Vitagraph

The Greater Vitagraph Company, New York, has combined its advertising and publicity departments with Paul N. Lazarus, heretofore advertising director, in charge of both departments.

# CIRCULATION GROWTH

RAPID NATURAL CONSISTENT CONCENTRATED

## THE DETROIT NEWS

Daily and Sunday

(Sunday issue formerly News Tribune)

### Five Years' Circulation Growth

Following are given the net paid average circulations of The Detroit News, week days and Sundays, as sworn to and furnished the United States Government each October from 1913 to 1917 inclusive:

Statement Rendered the Government as of	WEEK DAY	SUNDAY
October 1st, 1913.....	143,854	109,452
October 1st, 1914.....	156,983	115,855
October 1st, 1915.....	173,893	132,799
October 1st, 1916.....	193,515	173,246
October 1st, 1917.....	221,183	174,547

*The Detroit News recently moved into its new home—said by visitors in a position to know, to be the finest newspaper plant in the world. You are cordially invited to visit and inspect this plant whenever you can visit Detroit.*

# Records Broken in Advertising Liberty Bonds

Figures for the Second Federal Reserve District

THE publicity department of the Liberty Loan Committee of the Second Federal Reserve District, which comprises all of New York State, twelve counties in northern New Jersey and Fairfield county, Conn., has been engaged the past few days in figuring out just how much Liberty Bond advertising was done in the district during the month the campaign was on. An examination of the reports of the several executive officers shows that all advertising records have been broken. The records in this district are a fairly accurate gauge of others.

During the four weeks devoted to the sale of bonds, twenty-six morning and evening newspapers in New York City carried 279,164 columns, or about 300 pages of Liberty Loan advertising. One paper alone printed 60,000 lines, representing an expenditure of between \$32,000 and \$33,000. H. H. Charles, of the National Advertising Advisory Board, reported that 236 up-the-State papers have contributed space for advertisements sent out by the committee. The estimated value of all the newspaper and periodical advertising appearing in the Second District was about \$350,000.

Eighty thousand square feet of sign space was contributed in Greater New York. There were 120 different displays, six being what are termed "spectacular," or electric bulb signs; twenty-five illuminated bulletins and the remainder ordinary painted signs. At the usual rates charged for this kind of advertising the space used represented an expenditure of \$250,000. This amount does not include the big Metropolitan Life tower or the Hamburg-American pier signs.

The poster advertising attracted much attention. Throughout the country 10,000 twenty-four sheet

poster stands carried the Liberty Loan message. Of this number 2,244 were in New York State, New York City's quota being 550. The cost of this advertising in the second district was about \$6,000. In addition seventeen banners, representing an expenditure of \$150 each, were employed; also special posters on ferry boats, monuments, Brooklyn Bridge, the Custom House, etc.

## VAST AMOUNT DIRECT ADVERTISING MATTER

The amount of printed matter sent out by the department was enormous, as may be seen from the following items: 5,431,000 application blanks; 2,551,007 posters; 6,000,000 copies of the folder "All About Liberty Bonds," 3,000,000 subscribers' buttons; 7,000,000 stickers; 2,000,000 pay envelope inserts; 5,500,000 post cards; 2,500,000 copies of circulars issued by the Treasury department; 1,200,000 folders, printed in seven foreign languages, and 300,000 placards. The placards alone weighed 15 tons. Of the posters the most popular were the one presenting a picture of President Wilson, and a quotation from his war message, of which 235,000 were distributed, and the "Ring It Again" poster, of which 243,000 were sent out.

The copy division furnished copy to 2,237 people, the number of copies of advertisements issued being 5,885, and the number of cuts for illustrations 1,443. The news bureau furnished news, editorial and special matter to 1,500 newspapers and periodicals. One of the most popular features was a daily and a weekly "boiler plate" page sent to 480 weeklies and small dailies. In twenty-six daily papers in New York City alone 2505.65 columns of Liberty Loan matter were printed.

# ATTACKING THE POINT OF LEAST RESISTANCE

The fundamental guiding principle in all military history, from the time when strategy and tactics were first developed into sciences, until this, The Great War, has been to attack the enemy at his weakest point; to break through with superior force at the place where, at that particular moment, the usual stubborn resistance could not be offered.

There is a close analogy between the battles of nations and those of the business world. Just as a concentrated, well sustained effort at the vulnerable point may mean victory, while the futility of the same effort spread over the entire battle-front is evident; so a vigorous sales campaign, intelligently directed to the market yielding the best returns, will conquer competition.

In no commercial field at the present time can so much be accomplished, with so little effort, as in the iron, steel, foundry, machinery and metal-working industry,—the market covered by The Iron Age.

War orders placed by the United States and our Allies

during the past three years, just now reaching a high peak, have created unprecedented activity and expansion. Production is limited only by manufacturing facilities, labor, and adequate supplies of raw material. Buying is accordingly the one big problem confronting the executive in this field.

Here is the point of least resistance. These executives are searching the country over for equipment and manufacturing material. It is to The Iron Age, affording them the greatest range of selection, that they turn to discover new sources of supply.

That is why there are now 1668 advertisers regularly represented.

To any executive wishing to exert his greatest sales pressure in this rich market, we will gladly send, upon request, a copy of the second edition of "The Buying Units of The Iron Age, Illustrated." It shows photographs of subscribing plants, listing buying executives, indicates purchasing power, etc. Write for it.

## THE IRON AGE

(Member Audit Bureau of Circulations)

239 West 39th St., New York

## Trained Business Men Are Greatly Needed Now

Think How Much Greater the Need Will Be When the War Is Over!

Never were such opportunities open to the business man who *knows* the fundamentals of business.

Never did a man have such a chance selfishly and unselfishly to serve his Country, his dependents and himself.

Never before in the history of the world has such an opportunity existed for any man to bring out the best that is in him by self-training.

You men who head big businesses, need further training to help you carry the additional burdens—you men who head departments need a keener insight into business fundamentals to qualify you for the chairs of those ahead.

You younger men, whose feet are still on the lower rungs of the ladder, need quick, intensified business training for the Executives' places now awaiting you.

Are you going to do your bit by qualifying as a better leader—or are you going to let "the other fellow" lead?

THE CONCENTRATED EXPERIENCE OF THOUSANDS OF SUCCESSFUL MEN

You men who realize the value of accurate facts—of gain-

ing information of modern business based on the actual experience of thousands of successful men the world over—to you is offered the opportunity of aiding your Country in the hour of her greatest need—and aiding yourself in the same process.

You can make yourself mentally fit to be an executive and guide those businesses which are the Nation's very sinews. The call for trained business executives is most urgent. Will you answer the call?

Acquiring the true fundamentals of business is absolutely essential for real business success. Upon the *degree of training* depends the *measure of success*.

Trained men will win this war.

The man who follows the Alexander Hamilton Institute Course is as important a link as the man who goes to a soldiers' training camp to learn to be an officer. He increases his earning capacity by becoming a better leader. He develops his business mind and becomes a better executive—a better *man*.

The Modern Business Course and Service directs your mind and energy along the sound lines that lead to certain success. It gives you, in easily readable, convenient and compact form, for absorption in your leisure time, the practical working ex-



perience of thousands of successful business men.

#### HOW OTHER MEN HAVE SUCCEEDED

Daily there filter into headquarters many intensely human stories, showing what our Modern Business Course and Service has done and is doing for its subscribers.

One day you hear of a brilliant lad of twenty-two, in a big New York bank, rising to a \$9,500 job and giving credit to the Institute for his success.

The next day a factory manager writes that the Course has just helped him save his firm \$7,000 a year and that "a fair slice" of this went to increase his salary.

Still another day a man in a Western concern tells how he saved the firm \$37,000 a year *by one suggestion* and what happened to *his salary*. These are only typical cases.

#### THE KIND OF MEN ENROLLED

Presidents of big corporations are enrolled for this Course and Service along with ambitious young men in their employ.

Among the 60,000 subscribers are such men as A. T. Hardin, Vice-President of the New York Central Lines; E. R. Behrend, President of the Hamermill Paper Co.; N. A. Hawkins, Manager of Sales, Ford Motor Co.; William C. D'Arcy, President of the Associated Advertising Clubs of the World; Melville W. Mix, President of the Dodge Mfg. Co.

And scores of others equally prominent.

Business and educational authority of the highest standing are represented in the Advisory Council of the Alexander Hamilton Institute.

#### ADVISORY COUNCIL

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Send me "FORGING AHEAD IN BUSINESS"—Free.

Name.....  
(Print here)

Business Address.....

Business Position.....

No. 1

**AS USUAL!**

THE

**NEW YORK WORLD**

**LEADS,**

Occupying its Impregnable Position as the  
*PREMIER ADVERTISING MEDIUM*  
*OF THE AMERICAN METROPOLIS*

---

The official figures of the Statistical Bureau of the New York Evening Post show the WORLD every month as the newspaper carrying the greatest amount of advertising.

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Here are the totals for the month of October, 1917:

World, . . .	1,337,110	lines
Times, . . .	1,254,096	"
American, . . .	905,416	"
Herald, . . .	678,857	"
Tribune, . . .	440,205	"
Sun, . . .	398,810	"

---

The WORLD habitually heads the list when an advertising campaign is inaugurated in New York.

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FIRST *in* CIRCULATION,  
 FIRST *in* INFLUENCE,  
 FIRST *in the* MIND of  
*the* SUCCESSFUL ADVERTISER

# Macy-Victor-Mennen Clash Brings Out Lively Facts

Price Maintenance Hearings Reveal Interesting Aspects of Campaigns

A TRIANGULAR debate on advertising and distributive methods, that developed into just about the liveliest brush ever, was the outstanding feature of the third of the series of resale price standardization hearings now in progress before the Federal Trade Commission at Washington. This enlivening session occurred on October 31 and November 1.

The participants in the three-cornered skirmish were H. C. Brown, assistant general manager of the Victor Talking Machine Company, Camden, N. J., William A. McDermid, sales manager of the Gerhard Mennen Chemical Company, Newark, N. J., and Percy S. Straus, of R. H. Macy & Co., New York.

In the cross-fire of questions between these leading pros and antis on the subject of price standardization, the three men who held the floor were aided and abetted by three members of the Federal Trade Commission who were supposedly sitting in judgment. In this respect, the current hearings at Washington differ markedly from most of the previous hearings on the same subject before the committees of Congress. Instead of an attitude of unbelievable ignorance, or prejudice or indifference, the defenders and opponents of uniform prices for trade-marked goods have encountered at the Trade Commission an atmosphere of keen, intelligent interest that has manifested itself in frequent inquiries designed to lead witnesses to discuss in one way or another practically every phase of modern advertising and merchandising.

Mr. Brown, fresh from the ordeal of a radical revision of Victor selling policy to square it with the recent Supreme Court decision, took the floor Wednesday morning in what was to develop into a most spirited contro-

versy with the winner in the Supreme Court contest. Prior to graduating to his present position, Mr. Brown was advertising manager of the Victor Talking Machine Company, and at the outset of his remarks he addressed himself in answer to certain strictures which Trade Commissioner Davies had, at an earlier session, placed upon advertising in general. The somewhat skeptical commissioner had insinuated that advertising gave the Gillette Safety Razor Company a virtual monopoly in its field.

To refute this, Mr. Brown spread upon the record letters and statistics from all the leading manufacturers of safety razors, showing that far from Gillette enjoying a monopoly, its annual production of 750,000 razors is overtopped by the Gem and several others. "Advertising," said Mr. Brown, "is either an economic force or it isn't. If it isn't, it should be abolished." Whereupon he proceeded to prove that advertising cannot put an article on the market if it has not merit. Incident to the unfolding of this logic, he traced the development of the Victor company and emphasized what even some advertising men have overlooked, namely that when the Victor entered the field it faced a competitor so strongly entrenched that most onlookers laughed at the attempt to edge in.

SAYS PREDATORY PRICE-CUTTING IS NOT GENERAL

Taking up the various expedients that are now open to the national advertiser who desires to sustain resale prices, Mr. Brown reiterated that the Victor company with all its resources has not sufficient capital to consign goods. As for the exclusive agency solution, he contrasted the Steinway piano system of exclusive agencies, say in the city

of Chicago, with the Victor plan of non-exclusive representation which gives some 175 outlets in the territory mentioned and urged that the latter policy was preferable if for no other reason than that it permits the consumer to supply his wants in his own home neighborhood, to shop at night, if need be, etc.

Getting down to the subject of price-cutting, Mr. Brown reasoned that Victor business has increased as it has because price-cutting is not general. He calculated that, eliminating the chain stores, there are not in the United States, in all lines of trade, more than 100 predatory price cutters—that is, merchants who cut prices with ulterior motive. Incidentally, he made it clear that he, in company with other advertisers, would welcome an investigation by the Trade Commission as to the exact number of price-cutters and, presumably, as to their methods.

The Victor executive made no secret, however, of the fact that in so far as this corporation is concerned, it is feared that the worst is yet to come in the matter of price cutting. He pointed out that the present open market on Victor goods is not known to everybody. That is to say, many retailers yet believe that they have not the right to cut. If cutting by certain houses continues, it is bound to become general. Louis Gimbel had told him that Gimbel Brothers, New York, could not afford to sit by and see prices cut in their immediate neighborhood. If price cutting does become general it will mean the end of the elaborately equipped exclusive Victor shops that have become a feature in most cities and, according to Mr. Brown, will result in the abandonment of the notable special Victor departments in stores such as Wanamaker's and the relegating of Victor goods to the "basements" of the department stores.

This witness centered his fire on a Macy advertisement in the New York *Evening World* of late October date, wherein 10-inch 75

cent Victor records were offered at 37 cents, and 12-inch \$1.25 records at 62 cents, and this drew into the fray Percy Straus, who was sitting near waiting his turn as a witness. Mr. Brown ventured the prediction that the advertised records—the only identified product among the six leaders employed in the page display—were old or obsolete records, and he further pointed out that the prices quoted were lower than the best wholesale price made by the Victor company to the trade. Mr. Brown charged that Macy has a special organization for obtaining Victor goods surreptitiously from Victor dealers who are weak financially or temporarily embarrassed. Mr. Straus made denial. His firm had had a man on that errand but he was no longer on the job.

When the Victor executive in the course of his remarks said that he did not believe that any national advertiser had yet been seriously hurt by price cutting and then quickly withdrew the remark with the explanation that he knew Mennen had been "hurt badly," Mr. McDermid was on his feet in an instant with brass tacks information relative to the experiences of his firm and particularly its uphill effort to break into the New York market with its newer products, the Mennen Shaving Cream and Kora-Konia, the new surgical dressing powder.

#### MENNEN'S DIFFICULTIES

For five years, Mr. McDermid declared he has fought to get distribution for Mennen's Shaving Cream. The very name "Mennen" condemned it. Dealers, recalling their experiences with Mennen Talcum Powder, declared that they would not lend themselves to build up a trade only to have that trade slashed and slaughtered. The same situation obtains with respect to Kora-Konia. "We cannot get distribution in New York for love or money because of the curse of Mennen Talcum Powder," declared the sales manager. He had tried it for two years.



# The Big Step

The February Ladies' World will offer *exceptional* opportunity to advertisers

Because

it will be the first in the new 680 line page size

the first to sell at 15 cents a copy, \$1.50 a year

it will be the crispest, freshest, most individual of all the women's magazines

in *all* its features it will be so startlingly improved and enlarged over the past that old readers will *devour* it

new readers will do the same and for the same reasons

it will have excess circulation over its guarantee and its rate (based on the 680 line page) is such as to make it *by far* the most *economical* medium in its field

it will be a real "*BUY*"

Page, \$1,445; half page, \$722.50; quarter, \$425; less than quarter, \$2.50 a line. Circulation guarantee 500,000 average net paid. Forms close December tenth.

## THE McCLURE PUBLICATIONS, Inc.

PUBLISHERS OF

THE LADIES' WORLD

McCLURE'S MAGAZINE

When one of the Trade Commissioners mentioned Liggett to Mr. McDermid, the sparks flew. He told how Liggett will order two or three gross of Kora-Konia in six months at the same time he is ordering the established Mennen specialties in \$2,500 lots, but predicted that just so sure as the new Mennen specialty was firmly established the Liggett orders would jump and the price cutting would commence. Meanwhile he charged that salesmen in the Liggett stores are doing everything in their power to prevent the novelty gaining a foothold, even going so far as to tell customers that the article is no longer on the market or had proved a failure. When one of the Commissioners inquired if Mennen continued to supply so confirmed a price cutter, the sales manager replied, "You bet we do. We do not consider that it would be healthy not to." This latter attitude is inspired, of course, by certain recent court decisions. At the same time Mr. McDermid made it plain that with 15 to 18 per cent of the total Mennen output now sold at cut prices there has come about a new deal in quantity discounts—a sliding scale of three quantity discounts instead of the old-time plan whereby virtually all comers obtained a quantity price.

Perhaps the most significant feature of the Brown-McDermid-Straus dialogue was the disclosure it brought of radical changes in policy that are impending or under way with reference to the distribution of nationally advertised goods. "We have seen the light," was a remark which Assistant Manager Brown used a number of times in the course of his lengthy testimony, and usually it was expressive of some radical reversal of form. For example, when Straus attacked the system whereby Victor jobbers are allowed to sell also at retail, thereby gaining the advantage of an extra discount for retail distribution, Mr. Brown intimated that he claimed no infallibility for their sales system.

Then again, the matter of the return of obsolete or unsalable goods came up, as it always does at a forum on price maintenance. It was explained that the Victor company is now spending from \$600,000 to \$1,000,000 a year on an elaborate exchange system designed to take care of dealers on this score. But as though this were not enough Mr. Brown remarked: "We have seen the light. We invite a law that will compel us to take back goods."

Something of the same progressive attitude was manifest with respect to the issue presented by the injustice of the present parity of cash and credit prices. Macy & Co. have always contended that, selling for cash, they ought to be privileged to give their customers the benefit of the saving which is manifestly possible over credit operations. Mr. Straus dwelt upon this phase of the matter rather more extensively than usual last week. Using a McCreery advertisement as a basis and figuring the interest rate on money at 6 per cent, he submitted figures showing in detail that the partial payment plan on Victor goods is equivalent to a reduction ranging from 3.8 per cent to 5.2 per cent from list.

#### ADMITS, IN PART, MACY'S ARGUMENT

The point was acknowledged, in some degree, by Mr. Brown. He said that the Victor company would have long ago insisted that its dealers make a difference between cash and credit prices were it not for the fact that the corporation's powers were limited. The firm felt that it has been under ban or at least under suspicion and it was uncertain what the courts would allow in the matter of this sort of price stipulation. Then, too, unfortunately, many Victor dealers are poor bookkeepers. For example, Mr. Brown admitted that many of the dealers insist on carrying their entire record stock at 100 cents on the dollar. However, he clearly intimated that something must be done to allow, in effect, a dis-

(Continued on page 85)

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## Direct Advertising is Direct Selling

**I**F YOU do follow-up work among dealers, if you publish a house-organ, if you issue any kind of printed matter, we have something worth your while.

We have an organization of salesmen — advertising men who have planned, created and handled millions of dollars worth of profitable publicity.

The further details of our methods are available to those interested — without obligation.

**ARROW PRESS**  
INCORPORATED

*Direct Advertising*

318-326 West 39th St., New York

Telephones: Greeley 329, 330, 331

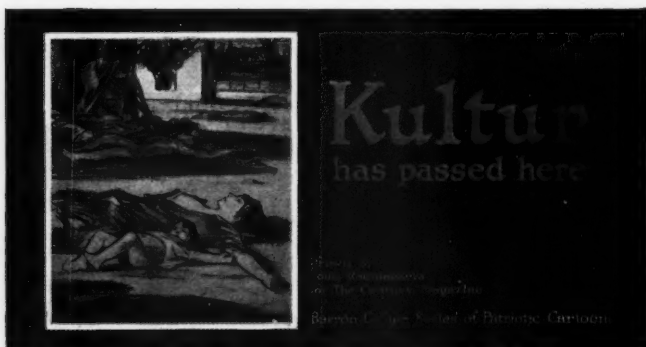
PRINTERS' INK



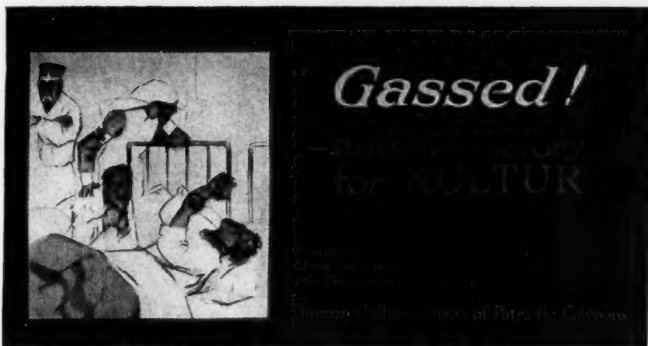
## A New Patriotic

This series of cartoons is based on drawings in the Century Magazine. It appears in the standard of the other.

This work is done with no criticism of the Military Autocracy and the paralyzing results



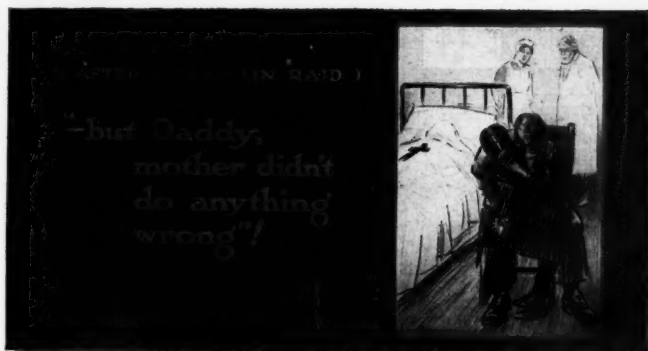
PRINTERS' INK



## Patriotic Series

drawings by Louis Raemaekers, published by  
in the street cars from one end of America to

of the German people at all, but only of The  
zing results of its inhumanity.



PRINTERS' INK



**BUILDERS *of* AMERICAN BUSINESS**

**B. F. AFFLECK, PRESIDENT OF THE  
UNIVERSAL PORTLAND CEMENT COMPANY**

**"I read SYSTEM and have done so for years be-  
cause it contains valuable information and con-  
structive suggestions."**

*B. F. Affleck*

**NUMBER CXII in the series of portraits of readers of SYSTEM**





count for cash or place an interest charge on deferred payments.

One thing which Mr. Straus did when he had his inning was to take the current copy of *Cosmopolitan* and make capital out of the fact that in a very large majority of the advertisements no mention whatever is made of the price of the article advertised. This "exhibit" was supposed to support his contention that there is no connection between price standardization and national advertising; that price standardization is in no sense essential to distribution and that what national advertisers buy space for is to popularize their names.

Commissioner Murdock remarked that as an individual consumer an advertisement that carried the price always had a stronger appeal for him and he asked why the price is omitted in so many of the current advertisements. Mr. Straus contended that where the profit for the distributor is large prices will be mentioned in national advertising, but that where the profit is narrow the prices will not be mentioned.

Mr. Brown, answering the Murdock inquiry, agreed that price advertising was "stronger," but explained that just now advertisers do not know where they are at when it comes to naming or advertising prices. He said that national advertisers are not ashamed of their prices, but do not know where they stand in view of the attitude of the Department of Justice. His own company had found it necessary to withdraw some of its advertisements because of misgivings with respect to price announcements.

As usual in his appearance before official audiences at Washington, the Macy executive devoted considerable time to an attack upon the selling policy of the manufacturers of Whittall rugs. After registering the new charge that the makers of Anglo-Persian rugs will change retail representation if retailers do not increase their orders, he harked

back to his familiar criticism of the sales policy that permits one retailer in each city to advertise the exclusive sale at reduced prices of discontinued rug patterns. A Wanamaker sale of fire-damaged rugs was denounced as an expedient for unloading at cut prices a small number of damaged rugs and a large number of undamaged rugs. Charles E. Butler, vice-president of Brentano's, gave the Trade Commission an insight into the operations of price cutters in the book trade, showing that the cut price of \$1.21 means a loss of 3 cents on a book purchased at 90 cents, allowing 28 per cent expense for selling.

### Boys and Girls Aid in Food Production

Recently PRINTERS' INK told of the efforts of big advertisers like the Bradley Knitting Company, of Delavan, Wis., and F. A. Patrick & Co., of Duluth, to increase the number of sheep in this country, thereby increasing wool production. The idea is to loan money to boys on farms for the purchase of sheep. The amount is to be repaid out of the sale of the wool.

A similar offer to farm children, but broader in its application, was made early in the season by E. T. Meredith, publisher of *Successful Farming*, Des Moines, Ia. The boys and girls may borrow money to raise calves, pigs, chickens, or to grow farm and garden crops. Already some of these loans are being repaid by the young farmers who have sold their live stock at a profit. Many of them announce that they will reinvest the profits in a similar venture and thus still further increase the country's food supply another year. It is interesting to note that the patriotic note is dominant among the reasons ascribed by the boys and girls for wishing to become farmers on their own account.

Last month a special drive was made in financing and organizing wheat clubs in northwest Oklahoma. The movement was organized in this state by John E. Swaim, State Club Leader, and was approved by the U. S. Department of Agriculture. Two cars of seed wheat have been distributed among club members and Mr. Meredith has financed 450 of these for funds sufficient to buy five bushels each.

### Joins Rebele Studios

Edward W. Hemphill, who has been manager of the art department of Frank Seaman, Inc., New York, has become associated with the Rebele Studios of that city.

## A Hint to the South

One Section of the Country Cannot Thrive at the Expense of All of the Rest—Southerners Led the Fight for Postal Zone System—Broad Vision is Necessary at This Time

By John A. Sleicher  
Editor of *Leslie's*

(Reprinted by permission from *Leslie's*)

ONE of the most interesting recommendations coming before the Southern Commercial Congress at its inspiring convention in New York, was that of a million-dollar advertising campaign under the general head, "Success in the Sunny South." This is exceedingly timely. No other section of the country offers such an opportunity to capital and to young men of energy and ambition as the South. The rest of the country has not properly estimated the natural resources of the South, the fertility of its soil, the diversity of crops that may be raised in succession practically without interruption the entire year. Why has this rich and undeveloped section been so slow to come to its own? May not its leaders in Congress have been partly responsible? Have their representative men been as broad-gauged, as far-visioned, as leaders should be?

Take a single instance. A Southern man of undoubted sincerity of purpose, Representative Claude Kitchin, of North Carolina, insisted on doing precisely what the Southern Commercial Congress doesn't want to have done, i.e., the creating of new sectional lines by establishing a postal zone system which would prevent publications of national character, published in the great Eastern cities, from reaching remote sections of the South as well as the far West. Mr. Kitchin threatened to defeat the whole war revenue bill if this provision were not retained, a provision which, should it go into effect next July, would be a death sentence upon a large

per cent of the national publications of the country. And the provision was passed rather than hold up the revenue measure as a whole.

This approval of the zone system is without justification or reason. In 1906 the Penrose-Overstreet Joint Commission of Congress came out flatly against it. In 1912 a postal commission, composed of Supreme Court Justice Charles E. Hughes, President Lowell, of Harvard, and President Wheeler, of the Chicago Chamber of Commerce, declared it to be "entirely impracticable to attempt to establish a system of zone rates for second-class matter," and referred to the fact that such a policy pursued in the earlier history of the Post Office "had been given up in favor of a uniform rate in view of the larger interests of the nation as a whole." President Wilson, when the governor of New Jersey, opposed the effort to increase the postal rate on advertising sections of magazines as a "direct tax," the effect of which would be "to attack and embarrass the free processes of opinion." Senator Smoot, of Utah, has said truly that the zone system will "penalize the people for having the temerity to live beyond a given radius, and it will cost more to send a magazine to Nebraska than it will to Siberia."

Great injustice was done to the magazines in the Congressional debate as to the cost of sending magazines through the mails. The postal deficit comes largely from rural free delivery, which enables the farmer to get the daily paper, but is of no particular value to the weekly or monthly publication. We have no objection to the rural free delivery, but do hold it to be unjust to charge the expense of maintaining it to the magazines. The Senate debate brought out a lack of knowledge of the publishing business that was amusing. For example, Senator Hardwick, of Georgia, in supporting the zone system with the approval, we regret to say, of another Southern man—Postmaster-Gen-



## Advertisements That Talk Back in Dollars and Cents

Fruit Farmers have enjoyed their greatest prosperity during the past two years. More fruit has been actually sold this season at higher prices than during any previous season.

Apple prices, for instance, increased from 60c per bushel in September 1915 to \$1.50 in July 1917—an increase of 150% in less than two years.

Fruit Farmers have the money to buy. They have it now and they are planning for greater things next year. The advertisements they will read this fall and winter will talk back to the manufacturers in dollars and cents.

The only national and the pre-eminent medium for advertisers to reach these sales prospects is

## GREEN'S *American* FRUIT GROWER CHICAGO

*The National Fruit Journal of America*

Guaranteed minimum circulation, 175,000 Monthly. \$1.00 per agate line.  
Forms close 20th of the month preceding month of issue.

AMERICAN FRUIT GROWER CO., Inc., 329 Plymouth Court, Chicago

SAMUEL ADAMS, Editor and Publisher  
CHARLES A. GREEN, Associate Editor

*Special Advertising Representatives*

NEW YORK—Barnhill & Henning ST. LOUIS—A. D. McKINNEY  
23 East 26th Street 3rd Nat'l Bank Bldg.

KANSAS CITY—Geo. F. Dillon MINNEAPOLIS—Roy R. Ring  
Republic Bldg. Palace Bldg.

CHICAGO—Buchanan & Dempers, Marquette Bldg.

Member Agricultural Publishers Asso. Applicant for membership A. B. C.

eral Burleson—declared that all the magazines needed to do was to saddle the additional expense on the advertisers. It must have been humiliating for the Georgia Senator to be told by Senator Hitchcock, of Nebraska, a publisher of thirty years' experience, that it was a "monumental delusion" to suppose advertising rates could be raised arbitrarily, that they could only be raised when an increase in quantity or quality of circulation justified it.

We speak with greater freedom in criticising Southern Congressmen who would deal a mortal blow to national publications, 85 per cent of whose circulation goes through the mails, because we have for years stood resolutely for a wider and more generous appreciation of the South. We are proud to have many thousands of readers who appreciate what we have done. We appeal to their sense of fairness when we point out that the zone system of postal rates would fasten upon them the same sort of sectionalism that has hitherto halted their progress. Senator Penrose, of Pennsylvania, ranking Republican member of the Senate Finance Committee, has announced that he will at the December session of Congress oppose the zone tax on second-class matter. Mr. Penrose holds that if the one-cent-per-pound rate on newspapers and other publications is increased it should only be done after a scientific investigation by the Post Office Committee. It will be interesting to watch the vote of Southern members on this amendment.

The growing South needs all the publicity it can get. It is standing in its own light when it advocates any measure that will restrict the freest distribution of national publications throughout its borders. The day of sectionalism has passed.

#### Agnew Goes to Cleveland

W. L. Agnew, until recently director of advertising and publicity for the Chalmers Motor Car Company, of Detroit, has been elected vice-president and general manager of the F. E. Stuyvesant Motor Company, of Cleveland.

#### Photographic Week, May 5-11

Plans are now being perfected for a nation-wide drive for increased business during the first week in May, 1918, by the manufacturers and dealers in photographic goods. This event was not contemplated when the concerted advertising campaign which was described in *PRINTERS' INK*, June 14, was undertaken, but is an outgrowth of it. Nearly every commodity from raisins to electricity has been exploited by means of the retailer hooking up with the manufacturer or producer in a special week's campaign. Photographic Week therefore, is but the logical development of what has already been done in the trade. It will be the first occasion when all the manufacturers in this line of trade have worked in unison and all the dealers have united with them in a big push for business. Arrangements are being made to play up the "Week" in national advertising; also to supply the retailer with dealer helps of various kinds, window and store displays, copy suggestions and cuts for illustrations, etc. The reason for holding "Photographic Week" May 5-11 is that it ushers in the amateur photographic season.

#### John Ring, Jr., President St. Louis Club

At the annual election and banquet of the St. Louis Ad Club, October 30, John Ring, Jr., advertising manager of the Mercantile Trust Co., was the unanimous choice for president for the coming year. The other officers elected were: Max Koenigsberg, Arthur Siegel and Edward Mead, vice-presidents; C. R. Ketchum, secretary, and F. H. Staly, treasurer. M. E. Holderness, retiring treasurer, submitted a report showing that the club has more than \$3,000 in cash and Liberty bonds on hand.

The president-elect outlined the aims of the club for the coming year, saying that it was the hope to increase the membership, to find a permanent home for the organization, to employ a permanent publicity agent to give St. Louis more national advertising, and to create a sales division.

#### Will Supervise Cadillac Advertising

No advertising manager will be appointed, for the present at least, by the Cadillac Motor Car Company, Detroit, to succeed K. P. Drysdale. The appointment of Mr. Drysdale as director of sales promotion for the Cleveland Tractor Company was announced in *PRINTERS' INK* two weeks ago.

The Cadillac advertising will be under the supervision of E. C. Howard, sales manager.

#### Arkenberg Leaves Toledo

The Toledo office of the Arkenberg Special Agency has been moved to Chicago.

# Opulent Oklahoma

Sounds strange, doesn't it? It seems but a few years have passed since the Oklahoma boomer dashed across the prairie to be first at the land lottery conducted by the Federal Government.

Since that time Oklahoma has made wonderful progress.

Recall how the newcomers, knowing little of the climate, had to learn by the bitterest of experience what and when and how to plant. They suffered from heat, from drought, and the hot winds blistered and burned their crops.

Experience, though a hard teacher, is a thorough one. The farmers, with the Government's aid, learned to plant the heat and drought-resisting crops—feterita, milo maize, and kaffir corn. They planted cotton and it flourished. Thousands of head of cattle grazed on the plains. Oil was discovered. Zinc and lead were found.

Oklahoma had come into her own.

In the general prosperity of today the old experiences are all but forgotten. Now the Oklahoma farmer knows what and how and when to plant, and the soil responds most bountifully.

It is hard to express Oklahoma's wealth in terms of dollars and cents today. She has harvested a wonderful crop of wheat, corn, rye, oats, and the smaller grains. She has sent thousands of head of cattle and hogs to market. Her cotton crop will exceed one million bales. She stands in the first rank among the oil-producing states, and the zinc mined within her boundaries is exceeded by that produced by no other state. So opulent Oklahoma is right. And no wise advertiser will overlook this wonderfully prosperous market.

The Oklahoma Farmer-Stockman with 135,000 circulation, 90,000 of which is distributed in Oklahoma, is considered by farmers the one home trade paper to which they look for sound advice and sane counsel. Rate, sixty cents per agate line.

## The Oklahoma Publishing Company Oklahoma City

**E. KATZ SPECIAL ADVERTISING AGENCY, *Representatives***  
**New York                      Chicago                      Kansas City**



## WHEN PRINTERS ADVERTISE THEMSELVES



T is very gratifying to us that the finest printers have a habit of using Strathmore Papers for their own advertising. The famous De Vinne Press is a case in point. Its recent booklet, "The Greater Service," is an admirable example of the understanding use of both cover and text paper.

The fine clear type seems inlaid on an unusually broad expanse of beautifully textured pure white Strathmore Paper. An indescribable effect of richness, cleanness, beauty—it is hard to find the word—is attained. You have but to see and handle this booklet to understand that craftsmen produced it. The Paper says De Vinne's say.

Write for "The Language of Paper," a comprehensive essay on the expressiveness of texture in paper by Frank Alvah Parsons, President of the New York School of Fine and Applied Arts. It will help you select the paper that says your say. Strathmore Paper Company, Mittineague, Mass., U. S. A.

# STRATHMORE QUALITY PAPERS

# Store's Long Arm Reaches Out to Distant Customers Through Shopping Stations

How T. Eaton Company, Limited, Found a Service That Pays Even in War Times

**M**ERCHANTS, who as a war measure, are curtailing their service, should make a sharp distinction between the service that actually sells goods and the service that only runs up expense. By no means is all of the service that is given in stores unproductive. A portion of it pays its own way and nets a profit besides.

Making it convenient for people to buy is the very heart of our modern theory of distribution. To get the actual necessities of life, people will go to any trouble that they may have to. But when it comes to things that they could easily get along without, the average person will travel only a buying path that offers little resistance. General knowledge that the product exists and its accessibility to those persons who desire to own it and have the ability to buy it, are the things in merchandising that make the sale of an article possible.

Retailers have adopted dozens of conveniences that facilitate the sale. True enough, the store can dispense with many of these, and its cost of selling will look healthier for the riddance, but at the same time still others of these conveniences actually sell a lot of goods at a low rate of expense. Before chucking a service, the merchant should be sure to find out on which side of his profit and loss account its cost has been going.

An example of a service that may look extravagant on the face of it, but which in many cases has been found to pay its way, are the shopping stations which quite a few big stores have established at outlying points in their trade territories. This plan is not entirely new, but for one reason or another great impetus has been given to the idea during the last

year. Retailers, in some sections, whose summer business was always depressed because their best trade emigrated to a hot-weather resort, suddenly hit on the plan of extending their service to the temporary abode of their customers. Buying booths were opened at the summer colonies. Here two or three competent salesmen or salesladies, who had a wide knowledge of the store's merchandise, were put in charge. Colonists who may have become interested in the store's advertising, catalogues or letters, but who hesitated to order through the mails, because they wanted more information, could go to the merchant's local station, find out all they wished about the goods they wanted to buy and then place their orders. It is a device that extended a much appreciated convenience to people who were unable to visit the store.

The military situation has done much to develop the same plan. Clothing stores, tailors and others have established agencies at Officers' Reserve Training Camps and at various cantonments. Many of these agencies are doing a land-office business.

But probably as good an example as any of the growth of this service is the recent experience of T. Eaton Co., Limited, of Toronto. Last June it started shopping stations in five suburban towns. The distance ranges from twelve to fifty miles or so from the main store and the stations are located at points where transportation is rapid and efficient.

Customers can go into the local branch and order goods from the catalogues or from current advertisements. These orders are dispatched by the branch to the head office, usually by regular carriers but when necessary are

phoned in. The goods are shipped daily to the branch in bulk and from there distributed. Orders in the town where the station is located are delivered by regular delivery system. The nearby out-of-town customers come to the branch for their parcels.

In this way the customers living in Oakville, Brampton, etc., received the same delivery service as do Torontonians. They get their goods within twenty-four hours after ordering. All transportation, money-order and postage charges are assumed by the Eaton company as general expense. Exchanges and refunds are not encouraged to come through the branch offices but will be cleared through them when requested. The establishment of sample rooms in connection with the stations is not an improbable development.

The success of these shopping stations is being watched with much interest, especially in Canada. The house of Eaton, not only has a big store in Toronto and another in Winnipeg, but also its mail-order department reaches out pretty well all over the Dominion. Many are wondering if this experiment proves permanently successful if it will mark the beginning of a new form of competition between the mail-order houses and the local dealers. For some time the catalogue concerns have felt the need of being able to establish a personal contact with their customers. Various plans, such as sending out representatives to visit customers in their homes, have been tried. If a few of these service stations produce enough business to justify their operation, the number of them can be vastly extended and the problem of the personal relation will come close to being solved. Whether or not events materialize in this way remains to be seen. Anyway developments so far are important enough to be worth recording.

T. Eaton Co. was one of the first stores in the United States and Canada to hire a "shopper," whose duty is to represent the

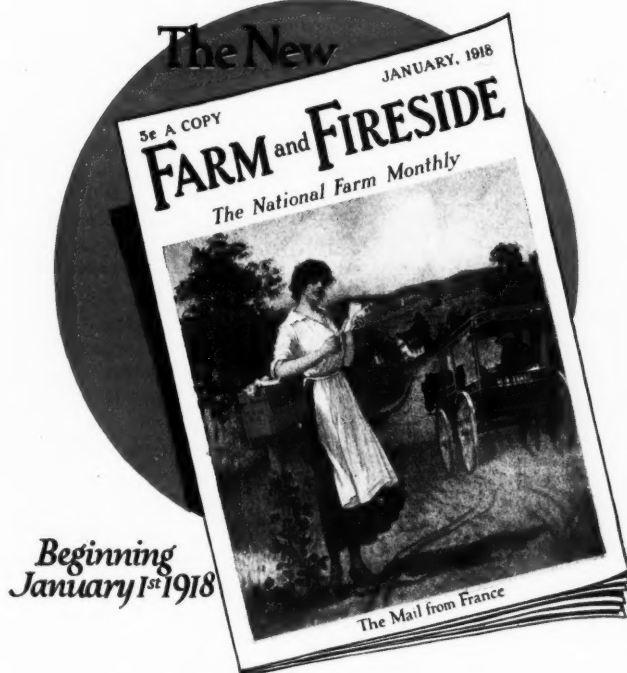
customer first, last and all the time, and to take sides with the patron, against the store whenever an issue arises. These shoppers do everything imaginable for a customer from buying a spool of thread to arranging the details for a wedding. Often it falls to the lot of one of the shoppers to meet a train and escort a buyer during her stay in the city, attending to all the details such as securing accommodations, taxis, and even theatre tickets. These shoppers accompany the buyer to other stores and give impartial advice; occasionally they have to advise against a purchase in the store that supports them because of its merchandise being unsuited to the customer's wants.

The Shopping Department serves regularly a list of customers who because of ill-health or other inability can't do their own buying. A shopper is assigned to each of these customers, and visits her home in order to become more familiar with her preferences. This intimate contact between the customer and the shopper re-establishes the old-time handshake welcome and creates an iron-bound community of interest between the store and the customer. The story is told of a certain young couple who handed the Shopping Service a roll of bills and told them to get them married and provide a home.

An "overseas department" has recently been started as a division of the Shopping Service. Here orders can be placed for boxes to be shipped to the soldiers abroad. The shoppers assemble the merchandise and attend to all the details.

The experience of this Canadian retailing establishment has been cited in detail, because it goes to show that the right kind of service is a revenue producer, and will pay for its keep whether in war times or in peace times. It is the service that eats off its own head that should be scrapped. The crucible of war is putting all service ideas to the test. Only those that can stand the fire will be allowed to remain.

# Keeping Step with the Farmer

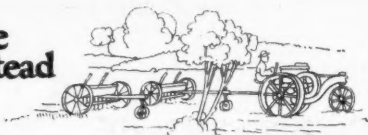


*Beginning  
January 1<sup>st</sup> 1918*

Published Monthly  
Circulation More than 600,000  
Rate \$3<sup>00</sup> a Line



One Issue  
a Month Instead  
of Two



Covered  
by Duo-Tone  
[Two-Color Process]



2<sup>nd</sup> 3<sup>rd</sup> &  
4<sup>th</sup> Covers  
Available  
for  
Advertise-  
ments in  
Two  
Colors



## Farm and Fireside of great importance

The January issue of Farm and Fireside will introduce several improvements in policy and physical makeup. These are particularly important at this time, when retrenchments might be expected, owing to steadily rising costs.

The farmer has always been the biggest factor in American economic life. The war has simply emphasized his commanding position. His ideas have steadily broadened, his condition enormously improved, and his requirements, as a consequence, have become larger and more varied. Today he represents the greatest market for advertised goods.

The publishers of Farm and Fireside have determined, therefore, to give the farmer a bigger, better paper—a farm paper with all the same helpful spirit of the past forty years, only more of it—the same clean-cut wholesomeness that has held his respect and confidence for two generations, only more attractively presented.

The rising importance of the farmer justifies these improvements, and The Crowell Publishing Company has the organization and resources to insure success.

The changes are:

New page size 720 lines instead of 800 lines

Better proportions, more easily handled by readers, and provides adequate space for advertisers.

Covers printed by the Duo-tone Process

(Two-color half-tone plates)

On a suitable high grade super-stock. Cover designs will be drawn by nationally known artists, with occasional substitution of timely photographic subjects in two colors.

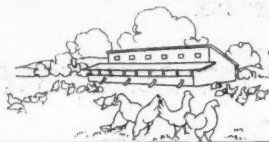
New Page Size  
720 Lines



Concentrated  
Circulation  
Wealthiest



Covered  
Duo-Process  
Two-Color



Front Covers  
Painted by Nationally-  
Known Artists

# de takes a forward stride rtae to advertisers

improved press work on inside pages

Made possible by special new equipment, which allows wider latitude in the treatment of every department, particularly illustrations.

one issue a month instead of two

The farmer will thus receive a bigger, better edited, more interesting magazine. All of the editorial work and expense formerly put into two issues a month, will now be concentrated in one single issue.

Monthly National Edition

The circulation of Farm and Fireside is now concentrated in the twenty most productive farm states, making it no longer necessary to publish an Eastern and a Western Edition.

The map on the next page shows that 90% of the guaranteed circulation is concentrated in the twenty states where the most goods are produced—the states that produced in 1916, 72% of the total farm products.

Rate \$3.00 per line, based on 600,000

circulation net guaranteed

600,000 wide-awake American farmers, whose income exceeds that of any other class—who want the best the market affords, and whose exceptional prosperity enables them to buy what they want.

**NOTE:** While the line rate is increased to \$3.00 in order to balance the new circulation guarantee, the page rate is automatically reduced, on account of the new size.

second, third and fourth covers available

advertising in two colors

This is an innovation in Farm and Fireside which offers the advertiser greater opportunity for powerful presentation.

The bigger, better Farm and Fireside of 1918 continues to be one of the strong mediums for advertising any worthy product, sold in the farm home or in the tremendous business of farming.

Write for the new rate card if you have not already received your copy.



Improved  
Press  
Work  
on  
Inside  
Pages

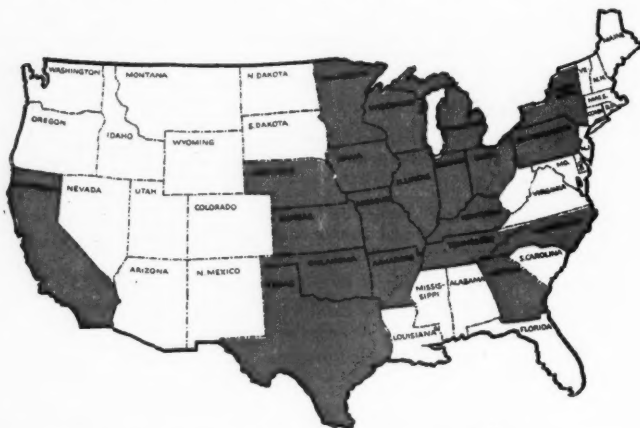


Concentrated  
Circulation the 20  
Most Productive States



Rate \$3.00 a Line  
Based on 600,000  
Guaranteed Circulation

# Circulation Concentrated in the Twenty Wealthiest Farm States



The twenty states shown in red produced in 1916, \$10,033,259,097 worth of farm crops and livestock. This was 72% of the value of the total farm production of the United States.

90% of the monthly Farm and Fireside's 600,000 guaranteed circulation is *concentrated* in these twenty wealthiest farm states—the states that year after year receive more money for their farm crops, and consequently are the states where the most goods are bought by farmers.

It pays to concentrate your farmer *advertising* where farmer *wealth* and *buying power* are concentrated.

## FARM and FIRESIDE

The National Farm Monthly      Established 1877      SPRINGFIELD, OHIO

Published on the First of Each Month

D. W. HENDERSON, Advertising Manager      T. J. MORRIS, Western Advertising Manager

**THE CROWELL PUBLISHING COMPANY**

381 Fourth Avenue      - - -      New York City

Western Office: 1316 Tribune Building, Chicago, Illinois

# America's Stake in Italy's Changing National Market

II.—Strenuous Efforts Now Being Made to Prepare for the New Regime  
When Peace Is Made—Merchandising Methods That  
Will Be Discarded

By J. T. M.

THERE is to be a new way of doing business in Italy, not only on the part of the manufacturers and merchants in dealing with the home and foreign markets, but also on the part of the Italian shop-keeping trade. The old wearisome method of bargaining over every purchase in Italian stores, with the waste of time and the stirring of bad blood that haggling over the price of everything bought entails, with the retailer usually dissatisfied at the profit he has received and the buyer suspicious that even with all his expert trading he has paid too much for the article, must be done away with. The foreigners' stores in Italy, with rigid fixed-price methods, have been reaping the profit of the ill-advised, old-time Italian method, but the people have persisted, when dealing in Italian stores, in keeping up the system of bargaining. A well-organized advertising campaign, with an appeal to the patriotic instincts of the people, ought to enable the retailers to end for all time the utterly unsatisfactory method which from time immemorial has been in vogue throughout the kingdom.

Henceafter all efforts that capital shall make for its own benefit and that of the nation must be made openly with direct appeal to public opinion, and not clandestinely or with mere appeals to the governing powers. When the campaign is publicly conducted it will be easier to show that there is no antagonism between producer and consumer and that the whole nation is interested in the same problems. When the public is convinced of this truth it will prevent the repetition of the blunders of yesterday, when parliament, government and pub-

lic administration gave no attention to the exploitation of the nation's sources of wealth, nor to the development of agriculture on modern methods; did not think of encouraging the maritime industries nor the mining industries, nor take steps for the adequate defense of the economic independence of the nation.

"There is not only no antagonism between our class and the working class," the proclamation says, "but every gain by our class benefits every other class in the country, so that when production is large, profitable wages are high and money circulates freely, whereas when production is poor and unable to struggle against foreign competition, the working classes are the first to suffer and the whole nation feels the depression."

## INTERESTS OF CAPITAL AND LABOR IDENTICAL

In the new order of things capital must have a new relation to labor. Capital in Italy is in different condition from what it is in many other countries. In Italy there are no great concentrations of inactive wealth of a feudal type. There is practically no income without work. Italy's captains of industry are hard-working men. Capital in Italy considers itself as constituting one of the working classes, and on account of its position it now undertakes to be the first to put the lessons of the new times into force. Capital has the duty and it is to its interest also to insist on the betterment of living conditions for labor, on its technical improvement and moral and intellectual elevation. Capital, therefore, proposes better schools; it proposes insurance against acci-

dents and pensions. Gradually the distance, moral, mental and economic, between capital and labor must be lessened. "Our class is not an oligarchy or a closed house; it is open to all, the only requirements being culture and work." Being a working class itself, capital in Italy now desires "tranquil and fruitful relations with the other working classes." To this end it demands that the law make labor contracts more rigid and binding, and that it determine specifically the rights and obligations of both parties under such contracts. In this way only can strikes and lockouts be made an impossibility in the future.

The relations of industry and agriculture in Italy have long been misrepresented and misunderstood. There is really no antagonism between them. They should unite in working for the economic independence of the nation. "Their motto," the proclamation says, "should be: 'Let Italy suffice for herself; let her be removed from dependence on the foreigner; let her be put in a position to compete with the other nations in the international markets.'" Agriculture, therefore, must be fostered. Modern machinery and implements must be obtained for it and modern methods applied. Transportation facilities must be provided as well as suitable markets, and arrangements made for financing the farmer and his crops. When this is done the Italian farmhand will not so easily be induced to emigrate.

#### CAUSE FOR COMPLAINT TO BE ELIMINATED

Foreign merchants have complained of the ill treatment of their shipments in Italy, losses of merchandise in transit to or on Italian railways. How much of this was part of the deliberate campaign of the foreign enemy is still to a large extent a matter of conjecture, but in the future it must be made forever impossible for motives for such complaints to arise.

The state must collaborate with

Italian capitalists to intensify manufacturing and industrial production and to make the country free from the German or any other yoke and to obtain for Italy the position in foreign markets which rightly belongs to her. The state must cast aside the old fallacies. State and municipal ownership of industries is one of these fallacies that must be abandoned. "Such control, except of certain necessary services of public order, is neither profitable nor beneficial to industry nor to the nation." Parliament should also carefully avoid interfering with the quiet and orderly progress of industry. It should aid production in every way and not handicap it with ill-considered legislation.

New principles of taxation are demanded. This demand will interest American merchants and manufacturers who have desired to establish business branches in Italy and who have been bewildered by the Italian laws on taxation. It may be said here, incidentally, that there are two kinds of taxes on the corporation doing business, one on the "Ricchezza mobile" and the other on the "Ricchezza immobile," and no two persons in Italy seem to be in accord on what is specifically implied in these terms, which may be translated "fluid resources," capital, turnover, profits and the like, and "fixed resources," property of all kinds other than the fluid resources. In the same Italian city one American corporation will find itself called upon to pay taxes on the basis of its whole capitalization and operations in the United States, while another is merely asked for contribution on the basis of its business in Italy, and still a third gets off on the mere consideration of profit on its local transactions. Certain lawyers who are specialists in this matter can arrange for entirely reasonable terms for their clients. The trouble is that in Italy there are five different supreme courts. The rulings of any one of these may be good law for the whole

## BETTER REPRESENTATION IN CLEVELAND



Always  
Right  
Here

The manufacturer who sells  
**CLEVELAND**  
through this organization has a  
corps of special salesmen always  
on the job.

Continuous  
Sales  
Attention

It takes continuous, persistent  
sales effort to win 2000 retailers to  
*push* or even intelligently handle  
any line of goods.

Quality  
Versus  
Quantity  
Calls

We believe in the kind of selling that  
educates—that in turn gives the grocery  
clerk a reason for being interested in  
your line and the customer a *desire* to  
buy it.

Eighteen  
Years  
As a  
Foundation  
of Confidence

This means work such as only a special-  
ized staff, working under close direction,  
right on the ground, can do.

The eighteen years this company has  
been in the Cleveland field has built a  
basis of mutual confidence with the  
trade which makes such selling possible.

Increased  
Sales Through  
This Method

The manufacturer, large or small, who  
wishes to be better represented in Cleve-  
land may gain valuable information on  
local conditions by addressing

SPECIALTY DEPARTMENT

**THE PAUL E. KROEHL COMPANY**  
**FOOD BROKERS**

Swetland Building

Cleveland

country, but where all have ruled on the same subject, and have ruled diversely, there is confusion, and the foreign corporations find themselves taxed in very widely different fashion, according to the one of the five zones in which they happen to have established the "sede sociale," or corporation branch domicile, in Italy. The five supreme courts sometimes hold a meeting of what they call the "United Sections" in Rome and decisions reached by this body on any point are final law for the whole country, but they have not yet done so for the multiple and complex problems of business taxation, and the best the foreigner can hope to do at present in Italy is to have his attorney make the lowest possible bargain with the chief tax collector of the zone in which he happens to be located. The chief tax collector is in practice the court of last resort.

All this is to be changed, if the new plans are carried out, for the Italian merchants and manufacturers themselves have almost equally serious complaint to make against the taxation system. A proposal which the association makes is that capital which boldly takes risks in business and creates and multiplies wealth should, in the matter of taxation, receive quite different treatment from capital which takes no risks, and that corporations should not be taxed, as at present, on their assets, but only on the dividends which they have earned. In the matter of the extra taxation of war profits, "the government should reach agreements with the producers and cause as little upset as possible to the industries."

New tariff regulations are also demanded for Italy. The association does not take sides either with the principle of free trade or that of extreme protection, but it declares that a tariff wall should be put up which will protect the present infant industries of the country until they can take care of themselves.

The high-cost-of-living problem which is agitating the whole nation can be solved if the government will devote its resources to furthering native industries, so that they can supply the people's urgent needs without relying on the foreigner. If the Germans or other foreigners are allowed to fight Italy's industries in Italy they will become the despotic rulers of her home markets.

#### FOR STATE ADMINISTRATION REFORM

The whole system of state administration must be reformed and remodeled if the state is to furnish effective co-operation in the economic development. Bureaucracy and centralization of power are the worst evils. Administrative functions must be made more elastic, more prompt and more suitable to the purpose for which they exist. Red tape must be cut. The present multiplicity of offices must be done away with and officials must be made individually responsible. With fewer offices it will be possible to pay better salaries and to induce competent men to accept public office.

It is the state's duty to help in spreading Italian merchandise on foreign markets and in finding new outlets. An advertising campaign on a rational basis should be prepared for this purpose, "to make known abroad the value of our energies and to elevate the prestige of the Italian name, which had fallen low in the long years of negligence in the past." Italian merchants and manufacturers will undertake to do their part in this regard, but the government must second their efforts actively and consistently. The association demands that "a better choice of Italian consuls and diplomats" be made for this purpose. When it is realized that there is no necessary antagonism between the nation's interests and the interests of the nation's business men and producers, "there is no reason why Italy should not do as Germany, despite her quasi-

*(Continued on page 105)*

# The Boston Herald

## Shows Tremendous Gain

During the first ten months of 1917 the Boston Herald makes 1,024,086 line stride toward leadership in **display** advertising.

In 1916 Post led Herald - 2,736,766 lines

In 1917 Post led Herald - 1,712,680 lines

**Herald gains - - - 1,024,086 lines**

The Herald **gained** in both **local** and **foreign** advertising—none of the other three newspapers gained in either.

Here are the figures, Jan. 1st to Nov. 1st

	1917	1916	Gain	Loss
<b>Herald</b>	<b>4,248,079</b>	<b>3,555,003</b>	<b>693,076</b>	—
Post	5,960,759	6,291,769	—	331,010
Globe	4,304,514	4,615,772	—	311,258
Amer.	3,414,684	3,489,154	—	74,470

Traveler lineage is not figured in the above tabulation. During this period the Traveler carried 3,117,110 lines. This was 668,416 lines more than its nearest evening competitor.

In Boston THE HERALD-JOURNAL is the newspaper for thinking advertisers who would eliminate waste.



## Tell it to the Banker

Wherever there's business there's a bank.

Wherever there's a bank there's at least one of the officers who *reads* The Burroughs Clearing House every month.

When you get your story to that officer you reach a man who has a voice in the buying for that bank, and who influences a varying number of other buyers. He is consulted on scores of buying questions and hundreds of business questions. His opinions are valued, because he keeps posted.

He is worth reaching—with your story.

### And Can it be Done?

It can be done with a single publication. The Burroughs Clearing House goes to *every* bank in the United States and Canada—and goes in the right way, to a welcome and a reading. Forty-five thousand copies every month. Some banks get but one copy, the larger banks more than one; but in every case there's a cashier (or higher officer) who wants *his* copy.

If you'll chart the country you'll find large territories in which you can't get the bank-circulation you need, without The Clearing House, to make it interesting—even if you use a dozen banking periodicals. But you can't find a single bank that The Clearing House doesn't reach.

The rates per line per thousand are about half the average of rates which buy you a spot or a strip of the field.

*The* Burroughs  
DETROIT, MICHIGAN





**A**SK for a copy of The Clearing House if you are interested in selling to bankers or winning the bankers' support. When you look over a copy you will understand why the reader-interest is high.

**REPRESENTATIVES:**

<i>New York:</i>	<i>Chicago:</i>
A. H. LOUCKS	W. F. HOLLIDAY
217 Broadway	643 Marquette Bldg.
<i>Kansas City:</i>	<i>Atlanta:</i>
H. H. OHLMACHER	D. D. PEETE
Firestone Bldg.	421 Hurt Bldg.

# Clearing House

DETROIT MICHIGAN

Fair List Prices
Fair Treatment



## Mark!

### The Red/Hallmark of Tire Quality



YOU can always tell a Silvertown Cord Tire by its graceful lines, but you make sure of it by the RED-DOUBLE-DIAMOND, the hall-mark of tire quality, inlaid neatly in its gray side-wall.

Note as you pass tires that you find tires with the Red-Double-Diamond trademark on motor cars of modish appearance only.

## GOODRICH SILVERTOWN CORD TIRES

Dress a car with an individual style, and lift it to a new level of comfort and service. The Red-Double-Diamond *outside* means a CABLE-CORD, TWO-PLY, RUBBER-FUSED body *inside*—the real cord tire body, found only in Silvertowns.

The smartness *outside* tastefully clothes the strength and durability *inside*—a sinewy tire body, immune to tire fever (frictional heat), and free from tire trouble.

You are proud of a car with Silvertowns.

**THE B. F. GOODRICH RUBBER CO.**  
The City of Goodrich, Akron, Ohio

*Goodrich also makes the famous fabric tires—  
Black Safety Treads*

Watch for the Red Double Diamond on Goodrich Tires

Ask Your Dealer for Them



"Silvertowns make all cars high-grade"

feudal status, did for years. The most eminent persons in the German state served as advertisers and agents in promoting German economic expansion over the world." Italian princes and statesmen and men of letters might labor to the same end.

But it is now, in the immediate present, that the association demands that action be taken in all these directions, for there is reason to expect that after the war the commercial struggle between the nations will be more strenuous than ever before. It is not now a question of Italy undertaking to attack some other nations for the purpose of taking something away from them in the economic field, but of Italy defending herself and her very economic life against the foreigners' invasion.

Emigration is one of the vital problems that the government must at once tackle, and it should be settled now and for all time in the interests of Italy's future welfare. The other problems regarding the switching over from war to peace work are a nightmare for manufacturers and other employers of labor with large stakes involved, and a solution of them should be prepared by the government in consultation with the capitalists, so that the country be not caught napping when peace comes and be not involved in a social and economic crisis which might have terrible consequences.

The first task in preparing for the after-war conditions is to make ready to transform factories immediately from war work to peace work. For this purpose the great public works which the government has already decided on—the installation of hydraulic and water-power electric plants, as well as mining, industrial and agricultural development work, especially in Southern Italy—should be planned out in detail and materials should be provided for them, so that work could begin for them on a moment's notice. Preparation should at once be made, also, for creating the

great merchant navy which the government is pledged to, and for the carrying out of the harbor improvements so much needed at many of the Italian ports. Scientific research in the interest of industrial and manufacturing enterprises should be set on foot by the government, and a scheme of new banking methods and credit facilities worked out for the benefit of Italy's industries and export commerce. There is need, also, of the immediate formulation of a vast financial plan to find the means not merely to pay the huge war bills, but also to provide for putting into execution the peace development work already planned. In this way there would be no sudden stop if the war ended, but a gradual transformation process which would prevent the nation from being stricken with a panic.

#### WOULD KEEP SOLDIERS AT HOME

The carrying out of these proposals is all the more necessary as Italy must be ready to take care of her soldiers when the war is over. They must not be subjected to the temptation to emigrate. Work must be ready for them with the assurance of good returns for it to compensate them for the tremendous sacrifices endured for the country. Hereafter Italian labor must be kept at home. Instead of an emigration of men, Italy must arrange for an emigration of products.

Materials of all kinds will have to be sought abroad. From America must come the steel and iron and much of the construction material for the great public works to be started when peace comes, but these should be arranged for at once, if not actually imported, and provision made for a continuance of the coal, oil, grain and equipment supplies which have been contracted for as a war emergency. From America is expected, also, the industrial machinery to equip the Italian factories for peace service, and provision should be made for it as far as possible in



**“PUNCH”**  
is already  
well packed for next  
year's journey.



**P**UNCH'S trunk is a most non-elastic, unyielding sort of affair. When it's full it's most amazingly full. Book your space before the lid goes down, or — well, “PUNCH” will travel through 1918 without you.

It's a pity too, because among the things that just miss a place in “PUNCH,” are so many that would have appealed to Mr. Punch's friends. They're all people on a par with “PUNCH” — high class and discriminating; with money to spend on good goods or service such as yours.

“PUNCH” is selling space rapidly for 1918. That's why it's so necessary that you should get in his good book early.

The Net Sale each week of “PUNCH” at Sixpence per copy is One Hundred Thousand — always more, never less.

ROY V. SOMERVILLE  
Advertisement Manager, “Punch”  
10 Bouverie Street  
London, E.C. 4

advance of the time of its need, so as to insure its receipt without wasteful delay.

Italy's campaign for better recognition abroad, “should include arrangements for treaties for the protection of Italian laborers in foreign lands, so that they be assured of equality of treatment with the native laborers, with regard to payment as well as to all forms of aid and protection and the education of their children. This maternal assiduous care on the part of Italy following her children everywhere will be the bond that will keep them united to their distant country.”

Victory in war will be a great achievement, but only by a quick return from war conditions to the “regular and productive rhythm of the national life will there be economic salvation.”

To this whole “programme,” or outline of practical proposals for the advantage of Italy, the Italian capitalists invite the co-operation of the whole nation without regard to party or politics. It is admittedly a programme which exalts the state and demands the “sacrifice of an excessive and dangerous individualism” such as the notions of democracy heretofore prevailing in Italy had fostered. “But this is not the hour,” the proclamation says, “for illusions, for discussions, for criticisms. It is the hour for action, for deeds.”

### Le Quatte Explains “Successful Farming's” New Plan

T. W. Le Quatte, advertising manager of *Successful Farming*, recently gave a luncheon in New York to a number of advertisers, agency men and representatives of a few publications. To his guests, Mr. Le Quatte explained in detail the working of his journal's new “Building Trade with Farmers” plan. This is a service for country newspaper publishers. The idea, in the main, is to get them to induce small town retailers to advertise locally those goods that are advertised nationally.

### Leaves Canadian Agency

E. E. Reed, of the Hamilton Advertisers Agency, Hamilton, Ont., has joined the staff of the F. F. Dalley Co., Ltd., also of Hamilton, maker of 2-in-1 Shoe Polish, in a sales capacity.



Section No. 75, built with two tilting portfolio drawers for drawings, an exclusive "Y and E" invention. Tops and bases extra. Any number of these sections may be intermembered or stacked with "Y and E" filing sections.

## At Last! A Filing Cabinet for Drawings and Photographs

WE made this section up specially for our own advertising department and it has proved to be such a good section for ourselves that we have put it into regular stock for all you other advertisers. So step up and buy! The price is less than you pay for just a few lines in any of the big publications. Cut down on one piece of copy and buy a stack of these sections with the money you save. You'll get more permanent good than from any amount of space a small sum of money can buy.

The drawings are cross-indexed on a card record to show which drawer they are filed in, and the drawers are labeled. When you want a drawing, you first look at the card index, and then go to the drawing file, pull out



the drawer referred to, let it tilt up, as illustrated, and there it is—flat, clean, handy.

You don't have to take out the drawings to find the one you are looking for. Just run them over until you see the label of the one you want, take it out and snap the door shut. It works quicker than I can tell you about it.

On the back of the index card is a ledger form where you keep a record of the drawings so that they get charged out when sent to the engraver.

"Y and E" portfolio drawers are sectional, so that you can get just the right sized file for all your drawings. For sale at our branch stores, or check coupon and don't forget to mail for complete information.

**"Y and E"**

**Rochester, N.Y.**

Without charge or obligation please send information about items checked X below.

- ☐ Portfolio Drawers, ☐ Efficiency Desks, ☐ "Fire-Wall" Steel Filing Cabinets, ☐ Wood Filing Cabinets, ☐ Shannon Files and Supplies, ☐ Systems for Advertisers, ☐ Transfer Case, ☐ Safes, ☐ Blueprint Files, ☐ Card Systems for \_\_\_\_\_

(your business)

Write Name and Address in Margin and Attach to Letterhead

### YAWMAN AND ERBE MFG. CO.

1144 St. Paul Street, Rochester, N. Y.

Makers of "Y and E" Filing Devices and Office Systems

Branch Offices: Boston, Springfield, Mass.; New York, Albany, Newark, Philadelphia, Washington, Pittsburgh, Buffalo, Cleveland, Chicago, Kansas City, Los Angeles, San Francisco, Oakland, 2,000 Agents in more than 1,200 other cities. In Canada: The Office Specialty, Mfg. Co., Ltd., Newmarket, Ont.

## Corporation's Use of Newspaper Clippings to Gauge Its "Market"

Public Service Institution Is Often Able to Answer Criticism and Turn Potential Opponents into Friends

NEWSPAPER clippings are playing an important part in a publicity campaign now being carried on by the Bay State Street Railway Company, of New England, which has for its object the building up of good will for the road in the many cities and communities it serves.

As stated in a recent story in *PRINTER'S INK*, the company found it necessary some time ago to obtain more revenue if it was to continue to do business, and it is still in that unenviable state. For although it has been granted some relief by the Public Service Commission of Massachusetts, it is probable that, at the end of the six months during which the new traffic rates are being tried out, the company will be obliged to ask for further relief.

Wide open publicity and complete frankness with the traveling public regarding its position and necessities was the policy agreed on by President Sullivan and the board of directors, when it was decided to try to remedy matters several months ago.

So a broad gauge campaign of publicity was adopted, and an intelligent use of newspaper clippings has been of great service in helping to direct the campaign, in order to secure the best results. Before the start of this campaign very few newspaper clippings found their way to the desks of the various officials and department heads. To-day they are as carefully scanned by the responsible officers of the company as are the market reports in a broker's office, and are regarded as just as important.

The company's tracks gridiron most of Eastern Massachusetts and run into Rhode Island and New Hampshire. There are 940 miles of them, far more mileage than many an important steam

railroad. The publicity campaign includes the sending of interesting press matter as well as paid advertising to the newspapers throughout the districts they traverse. But while they can in this and other ways inform the public what they are doing, it is just as important for them to know what the public and the newspapers are thinking and saying about them.

Consequently every division superintendent was notified to get two copies of every newspaper published in his territory, dailies and weeklies, English and those in other languages. These papers are very carefully read, and every editorial, news item or letter to the editor, no matter how brief, that has any reference to the Bay State railway, is clipped. Two copies of each clipping are cut out. Each is attached to a little printed slip of paper on which is placed the name and date of the paper in which it appeared.

These clippings are daily forwarded with their other reports by the superintendents to the head office in Boston. One set is then carefully pasted on a large piece of stiff cardboard, so that they can be easily read. On one corner of the board are printed the names of various department heads, beginning with President Sullivan. As soon as pasted on, for promptness in reading these clippings is considered very important, the day's clippings are taken to the president's office. No matter how busy, he reads them carefully, places a check mark by his name and passes them on to the vice-president. And so they pass along through the hands of every important department chief, each of whom is required to check his name after reading.

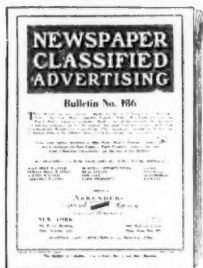
By this means any wave of indignation in any community they serve, for any real or fancied

## We've Moved Our Toledo Office to CHICAGO 1120 LYTTON BLDG.

That means better service than ever for Chicago and other Western Advertising Agencies who would rather "clear" Newspaper Classified Advertising through us at a profit than handle it themselves at a loss.

Wise Agents all over the Country are turning their newspaper classified business over to us. They rid their offices of a tremendous volume in detail, thus saving time and work. They save on postage, too, which at the new rate will be quite a goodly sum.

### Bulletin 136 — Just Out



No Advertiser or Agency should be without a copy of this Bulletin. Gives details regarding the preparation and placing of ads, together with instructions as to best issues, proper classifications, etc. Contains 1,000 leading daily papers, in suitable lists for every demand. Groups arranged according to population of cities. Write for a copy. Address nearest office.

*Agencies should have our Commission Propositions. Write today for details.*

**ARZENBERG**  
*Special*  *Agency*  
**PUBLISHERS' REPRESENTATIVES**

**CHICAGO**  
1120 Lytton Bldg.  
Tel. Harrison 5508

**NEW YORK**  
702 World Bldg.  
Tel. Beekman 2252



Shelling corn with a farm tractor—a fall and winter job.



## The Supreme Court

To know something about many things and a great deal about some one thing—that's the modern conception of wisdom.

The U. S. Supreme Court knows law. Its final word is law.

## Tractor Cases Are Appealed

**Power Farming** knows considerable about farm management in general—farm tractors and their accessories and uses in particular.

Its final word on tractors is hardly the law, yet magazine and farm paper editors are constantly appealing to it for the last word on power farming questions raised by their readers.

There is glory enough for all. It is better that readers have full and accurate answer than that editors be unwilling to appeal frankly to each other.

**Power Farming**, the "supreme court of farm power data," gladly opens its data files to any editor or advertiser.

Not The Largest Farm Market  
—But The Richest

**POWER FARMING**  
St. Joseph, Michigan

NEW YORK CHICAGO

Barnhill & Henning  
23 E. 26th St.  
Mad. Sq. 5064

Jas. A. Buchanan  
Marquette Bldg.  
Randolph 5527

Member A. B. C.

**POWER FARMING**

dereliction of service that is related in the local sheets is known at once by the various officers. As a result, it has often been found possible to give improved service in many ways.

After the board with its daily quota of clippings has made its rounds, the clippings are removed and carefully pasted in scrap-books. These books thus form permanent records, and they have already proved to be of immense value in proving statements and facts that could not otherwise have been substantiated. In more than one instance the fact that some official remembered and could lay his hand on a particular clipping has been of great advantage.

The second set of clippings, duplicates of those just mentioned, is sent to the desk of the assistant to the president who is also publicity man for the company. These he carefully reads. Some of them he then consigns to the waste basket. Others he replies to by means of letters addressed to editors or to those whose opinions and utterances regarding the road are quoted.

These letters are all of a conciliatory nature. In cases where the writer is vituperative or misinformed, facts and figures are quoted to set him right. Many an incipient foe has in this way been made a friend. In many cases newspaper articles which were calculated to hurt the road and cause the traveling public to form wrong impressions, have been followed by others correcting the first statements, all owing to the letters in answer to the clippings.

Every letter is carefully designed, not only to correct an error but to give constructive information. In like manner, any article in any way favorable to the road is answered, and the newspaper or person quoted is suitably thanked.

By these means newspaper clippings are affording valuable information and doing a whole lot in rounding up the big publicity campaign to build up good will for the company.





## BETTER REPRODUCTIONS OF NEWSPAPER ADVERTISEMENTS

You get a better, cleaner, more faithful reproduction of your newspaper drawings and type when you use Quality Stereotypes and Matrices than when you use thin shelled electrotypes.

And the electrotypes cost more.

That is why many big advertisers—the kind who want the best possible service but who watch and study their costs—are using the stereotype.

Don't take our word about the quality of the production. Prove it for yourself.

Send us a trial order or send us a pattern plate and we will make a stereotype from it without charge to you. Then prove up both the pattern and the reproduction.

Then you can appreciate how splendidly these stereotypes and matrices will meet your requirements.

Quality Stereotypes and Matrices are made by the best possible workmanship in a big, modern plant, where every standard is high.

We will distribute your plates among publications everywhere for big national campaigns—a prompt, dependable service, second to none.



## THE QUALITY ELECTROTYPE COMPANY

*"Maker and Distributor of Quality Clear Print Stereotypes and Matrices for Fastidious Newspaper Advertisers."*

C I N C I N N A T I

*Lower Shipping Costs—Quick Delivery*

# 59,621 Net Paid Circulation in October

The circulation of

## **The Des Moines Capital**

in the month of October was 11,813 greater than the average for October, 1916. This tremendous gain in circulation is due to the increased newspaper quality of the Des Moines Capital, to aggressive circulation methods, and to the growth of the city of Des Moines—a remarkable growth due to the fact that Des Moines is the home of Camp Dodge, perhaps the largest army cantonment in the United States.

If there is a more prosperous city in the United States than Des Moines or if there a more prosperous state in the whole world than Iowa, we would like to hear of it.

And the Des Moines Capital's circulation, as named above, is the largest newspaper circulation in the state.

The Capital's circulation in the city of Des Moines assures advertisers that practically every home in the city sees the Capital every night.

Any advertiser can create a great market in Des Moines and Iowa by the use of the Des Moines Capital alone.

## **The Des Moines Capital**

**Honest News—Honest Views—Honest Advertising**

**LAFAYETTE YOUNG, *Publisher***

**New York and Chicago Representatives: O'Mara & Ormsbee, Inc.**

# Yourself as Your Dealers See You

If You Wonder What Your Rating is With the Man Behind the Counter,  
Read This and Think Things Over

By J. R. Sprague

Jeweler, 219 Alamo Plaza, San Antonio, Texas.

I OFTEN wonder if some of our big concerns are not slipping into the Kaiser class. It is such a long way from the executive offices of the manufacturer in New York or Chicago to the store of the little merchant in Crowley, La., or Twin Falls, Ida., where the product is actually passed across the counter to the consumer!

The main reason why the Kaiser is going to lose this war is because he is so far away from the common people. Every time he and his advisors try to guess how a lot of ordinary individuals are going to act under certain conditions, they guess wrong.

Of course it is natural that any man who is putting in the best years and efforts of his life in the production of a certain line, should believe that line to be the best on earth. He is apt to think about its virtues so much, that he eventually assumes the merchants all along the line are merely sitting around waiting for the traveling man to come along so as to give him an order, all nicely typewritten.

The very best experience such a man could have would be to get a job in some retail store and see how things are really done. The humanness of it all would probably astonish him. For there is little formality or red tape or Prussian efficiency in the average store in the small town.

I am in the retail jewelry business, and while, of course, I cannot speak with absolute authority about other retail lines, yet I know enough about my brother storekeepers to assume that they are not much different from us jewelers. At any rate when we get together we all complain about the same things. Our rents are too high, we have to

carry too much stock for the business we do, people pay cash for automobiles and buy from us on credit, and the rich people of the community do their trading in New York or Chicago instead of spending their money with the home merchants as they ought.

I have heard that in some of the very large city establishments the buying is done in formal, efficient fashion, with the personal note entirely left out. The traveling salesman sends his card in to some unseen person and then sits down on a long bench with other salesmen, the group looking like a row of bell boys in a hotel.

When the answer comes, imparted through the medium of a messenger aged about fourteen, it is final. Either Mr. Brown may bring in his samples at four-fifteen this afternoon, or there is nothing in Mr. Brown's line which is of interest at this time. There is no chance to turn defeat into victory by the judicious use of a good ten-cent cigar, or the suggestion that it would be a fine idea to discuss the matter over a nice little lunch somewhere.

The average manufacturer, I repeat, likes to think that his product is sold on merit alone. Some go so far as to believe that their traveling men are not salesmen, but order takers. How many, I wonder, have an idea of just how the buying is done in the average store in the average small town or city?

BUYS OF THE SALESMAN—NOT OF HIS HOUSE

Here is about the way it works out. It is a warm and sunshiny morning in a small city somewhere in Texas. Henry Matthews, jeweler and silversmith, has opened his store for the day's business. The porter, who is

also the store apprentice, has mopped up the linoleum floor, dusted the show cases, cleaned the glass on the show windows, and retired to the back room to struggle with the intricacies of an eight-day kitchen clock which insists on striking the dinner hour at breakfast time.

The watchmaker has wound up all the repair watches on the rack, and has settled down to his work bench at the front window, dividing his time impartially between the process of fitting a mainspring and gazing admiringly at the good-looking girls who stop from time to time to look at the goods displayed in the show window.

Henry Matthews himself has counted the previous day's receipts and reflected uneasily that things will have to pick up if the note which is due on the tenth is to be paid. He has also been out for his usual morning talk with the hardware man next door, and together they have come to the conclusion that the paving job in the Second Ward is a disgrace, and that the Chamber of Commerce is run for the benefit of a few real-estate grafters.

Mr. Matthews has also opened the morning's mail, which was fairly satisfactory, in that there were two checks in payment of accounts, and only one request for money, in the shape of a communication from the building committee of the Elks Lodge. Two other letters, which bore the imprint of New York wholesale houses, he did not open. He knew what the letters said without reading them. They would begin by suggesting that he had possibly overlooked the fact that the firm's terms were strictly ninety days net, or three per cent discount in thirty days. Then would follow an analysis of the account as it was at present. After that would come some advice about the importance of always taking cash discounts. The letter would close by darkly hinting that the basis of all credit is the prompt payment of bills when due, and the optimistic hope that a check would be forwarded by return mail.

Mr. Matthews wondered grimly how a bank balance of sixty dollars might be stretched out to something over four hundred, so as to enable him to comply with such a reasonable request. He recalled the fact that in every business article he had ever read, the writer would strongly advise, in fact almost command, merchants to take their cash discounts. On one occasion he had taken this advice so seriously that he had deducted the cash discount from an account which was something over seven months old. The letter which he had received from the wholesale house in reply was a frightful blot upon his memory, even after the lapse of five years.

ENTER: THE LIKABLE SALESMAN

Then, as though sent by Providence to dispel these gloomy thoughts, in through the open door steps a bright and cheery figure. It is a drummer. He calls out a genial "Hello, Folks," which includes everyone in the store. To show that he is a regular fellow he shakes hands heartily with the watchmaker, and tells the young lady clerk all about the Funny Potash and Perlmutter show which he saw in New York just before he started out on the trip.

To the jeweler himself he is as a brother. There is no sending in of cards here. He calls him Henry and inquires solicitously about the health of the family, and wants to know Henry's candid opinion as to the chances of the Cincinnati team under Matthewson for next year's race. He hopes business is good. If it isn't it will be. Over in Oklahoma City the jewelers all report the best trade in ten years.

And what time will Henry go out to lunch? And is it too early to slip out and get a tiny little life-saver now?

What the jeweler did not know, is the fact that the genial salesman had wired the house the day before, to ask if he should sell Matthews this time, or pass him up until the old account should be paid.

But the fact remains that the

# Dependable

## Financial Information

American finance is no longer local or even national. It is international. What happens in England, Russia, France, Germany, and Italy to-day expresses itself in New York, Philadelphia, Boston, and Chicago to-morrow.

It is important, these days as never before, for you to get dependable financial information.

Alexander Dana Noyes, financial editor of The New York Evening Post, knows finance in practice and in history. He is the author of books such as "Forty Years of American Finance," "Financial Chapters of the War," "The Free Coinage Catechism" (2,000,000 copies sold); and is also financial editor of Scribner's Magazine.

Mr. Noyes writes the daily financial article in The Evening Post, and the Saturday weekly review. Assisting him is a staff of trained experts who see, serve, and write in the same spirit of service that he does.

## New York Evening Post

*More Than a Newspaper A National Institution*

The financial and commercial news and statistics of The Evening Post are not only the most comprehensive in any daily newspaper, but their accuracy and reliability make them standard in these days of stress.

ONE DOLLAR will bring you the Saturday Edition with Magazine, Book, and Financial Supplements for six months—a special introductory offer. (Regular price \$2.50 a year.)

Here's the coupon.

-----  
 EVENING POST, 20 Vesey St., New York City  
 Enclosed is \$1.00 for 6 months introductory subscription  
 to the Saturday Supplement.  
 Name.....  
 Address.....  
 P. O.....  
 P. I.....



traveling man is the bright connecting link between the storekeeper himself and the cold, impersonal firm which exists way off somewhere in the big city. From the firm he receives good merchandise, courteous replies to his communications, and prompt settlement of claims for shortage, even when he himself is not quite sure but that the porter might have carelessly thrown the missing pieces out with the excelsior packing.

#### SALESMEN AS SYMPATHIZERS

This, however, is all sort of shadowy and distant. The salesman comes right into his store, pleasant and cheerful, making each visit somewhat of a social event. And no matter how successful a business man may be, there is something of pathos about him. He carries locked up in his heart years of accumulated disappointments and broken hopes. There were the times when his line of credit at the bank was all used up, and the cashier turned him down for more. There was the year when he figured on doing a fifty-thousand-dollar business, and on account of the long drouth he did less than thirty. And during the panic there were weeks at a time when he had to smile cheerfully to customers by day, while at night he lay awake and miserably wondered if he was to go down in the crash. All this makes him crave anything that savors of warm human sympathy.

And so it is no wonder that many merchants buy from the traveling man rather than from the house he represents.

Of course this is not always the case, and at any rate, as I said before, it is human nature for the executive who is whole soulfully putting his best years into the production of a certain line, to believe that product sells itself on its merits. But like the Kaiser, he often fails to take account of the human element.

I know of a certain merchant who is in the stationery business, and rather successful, who buys thousands of dollars' worth of

goods every year to his own disadvantage, from purely personal feelings. There are two very prominent manufacturing stationery concerns regularly covering this merchant's territory, one of them specializing on business papers, and the other on goods more suitable for social purposes.

The merchant in question has a trade which is almost exclusively for social stationery, but he buys practically all of his supplies from the manufacturer who specializes on business papers. He cannot get anything like the variety nor styles from this manufacturer which he might secure from the other firm, simply because the social stationery with them is a side line.

Why does the retailer stand in his own light? Simply because the traveler from the favored house raises Boston terrier dogs. The merchant is also a Boston fancier, and when the traveler comes to town, three-fourths of the time is spent discussing the dog business and the buying of stationery is done in whatever time is left.

I am not advancing this incident to prove that large executives should raise Boston terriers. On the contrary, I believe anyone is foolish to cultivate any kind of prize stock, on account of the wear and tear on the nervous system when the judge awards the ribbon to some animal not nearly so well pointed as yours. The incident is merely mentioned to show how largely the personal element enters into the buying of merchandise.

Speaking from the standpoint of the retailer, there is one serious mistake made frequently by some of the largest manufacturers and jobbers, which arises entirely from a looseness of touch between the firm and its traveler. And it is a mistake which is occurring a thousand times every day throughout the United States. I refer to the practice wherein a traveling man will sell a merchant a bill of goods, only to have the house refuse to ship them. A single illustration will explain what I mean.



There is a merchant of my acquaintance in the retail trunk business. He has operated his store for more than twenty years, with reasonable success—that is, he owns his own home, and for years discounted practically all purchases, although he had no money outside of his business. Three or four years ago, in order to save a brother from business reverses, he borrowed several thousand dollars, which had to be paid back out of the earnings of his trunk store.

As may be imagined, this left him with a very hard row to hoe. He is a sensitive man, and from pride of family did not tell a soul what he had done. But from being a very prompt payer, he began to stand off his creditors. Instead of taking his cash discounts he would let a bill run to maturity, and then give notes in settlement. It was not long before inquiries began to be made at the credit agencies concerning his standing. And as he continued to be very slow in his payments, his former high rating was taken away from him. Most of his old houses continued to ship him goods, however, on account of past relations, and because they knew him to be honest.

About this time the traveler for a prominent trunk manufacturer came into the merchant's store and solicited an order. This traveler had unsuccessfully tried to sell him in his former prosperous years, and did not know of his reduced rating. It was a good line, recently come into prominence through a national advertising campaign, and the trunk man placed an order for about a thousand dollars' worth of goods. The traveling man left town, pleased with his order, and feeling that he had opened a good account for his house.

But the house turned the order down. The trunk man's affairs were looked up through the medium of a financial agency, and when it was learned that he not only settled most of his accounts with notes, but frequently renewed such notes, the credit man

decided it to be an undesirable risk.

"Very good," you say. "The credit man was entirely right. It was the logical thing to do."

I admit that the credit man was right, but his house was the loser just the same. For within a year from that time the trunk man had got his unfortunate debt paid off, and an unusually good fall and holiday business placed him in his old position of security. But to the end of his days, if that manufacturer were to offer him merchandise at twenty cents on the dollar, the trunk man would decidedly turn the offer down.

For the merchant's feelings had been hurt all unnecessarily. And this is not an isolated case, but a sample of what is happening hundreds of times every business day in the year. There are obviously two ways of avoiding such cases. Either the traveling man's judgment should be trusted, or an exact list of prospects should be furnished him when he starts out on each trip, and he be allowed to call on no others.

From a long and intimate study of the habits of retail storekeepers in their native jungles, I can state that it does not pay to make even the humblest of us mad; for the storekeeper, who to-day is nervously running around trying to kite a check with a neighbor on account of his bank sharply phoning that his account is overdrawn, may next year have an unusually good holiday business, and thereafter be in position to discount all his purchases.

#### SHOULD APPRECIATE THE DEALER'S POSITION

It is remarkable the ideas some otherwise smart men have about the selling of goods at retail. The manufacturing executive who sends his travelers out in February to take orders for fall shipment, should realize that in retail stores there can be no such deliberateness. When a man comes into your store to buy an opera hat or a wrist watch, he wants the article right now. You might make the sale by holding the cus-



**THE SUNDAY SCHOOL TIMES** in its October 13th issue, 1917, contained *more* advertising than *any* issue since *December 1900*.

**THE SUNDAY SCHOOL TIMES'** gain in advertising during 1916 over 1915 was 6656 lines, and during 1917 to October 31st, the gain has been 5879 lines over the same period in 1916.

**THE SUNDAY SCHOOL TIMES** during 1916 received the *largest income* from subscriptions of any year in its 59 years of life, and 1917 to October 31st shows a *good increase* over 1916.

**THE SUNDAY SCHOOL TIMES** has a growing circulation now at 115,000 per week gained without premiums, and without clubbing arrangements with other papers,—an interdenominational circulation larger than at any time since 1900, and now as always, reaching the strongest Christian leaders, both men and women, in the best Christian homes.

Do you know **THE SUNDAY SCHOOL TIMES** by profitable experience, as many other advertisers and agents do?

*Advertising Managers*

**THE RELIGIOUS PRESS ASSOCIATION**  
Witherspoon Bldg. Philadelphia

# Many "Hang On"

to old ideas because they feel timid about making changes.

"Manternach" Ideas convey a new treatment though based on sound business principles.

It's a Manter-Knack to do things differently

**THE MANTERNACH  
-- COMPANY --**

*The mark of  
Advertising Service  
Headquarters.*



*Advertising Agency*  
**HARTFORD, CONNECTICUT.**

tomor in sprightly conversation while your clerk slips out the back door and borrows the required article from a brother storekeeper, but that is the outside limit of delay.

Last December, just a few days before Christmas, one of my clerks told me that he had a customer for a gold mesh bag—one of those highly useless affairs with some little diamonds and emeralds ornamenting the frame, which the son of wealthy parents gives his fiancée after he has exhausted every other kind of gift. And as none of the dealers in my town carried such things in stock, the customer was willing to wait until we could get it for him, the only proviso being, that he should have it before the twenty-fifth. It was worth some effort, for such trifles cost around a thousand dollars apiece, and net the retailer at least two hundred profit.

It was December twentieth, which gave us time to telegraph for the desired article, and get it by Christmas eve. I fired off a rush message, and that evening planned with my wife the nice trip we would take on the unexpected two hundred dollars profit.

But December twenty-fourth rolled around, and no mesh bag came. I made the clerks in the express office miserable by insisting that the package must have arrived, and distantly insinuated that I might sue the company for damages if they did not produce it. The customer came in and was naturally mad and disappointed. We tried to sell him something else, but it was no use. There was probably a lingering suspicion in his mind that we had neglected to send in the order, and he walked across the street to my competitor's store, and spent the money for a diamond lavallière.

The day after Christmas I received a most courteous communication from the mesh bag manufacturer. The letter stated that they very much regretted to inform me that they were out of the article for which I had telegraphed, but if I would write to a certain firm in Philadelphia, I

could undoubtedly secure what I wished. The letter was signed by the head of the firm who had evidently thought it not worth while to telegraph me this information. He believed in courtesy, however, for he added a postscript to his letter, expressing his wish that I might have a Merry Christmas and a prosperous New Year.

But my wish for him was, that the New Year might bring him some slight inkling of how things are done in retail stores.

### Superficial Trade Investigation Dangerous

KIRSCH MANUFACTURING COMPANY  
STURGIS, MICH., Oct. 25, 1917.

*Editor of PRINTERS' INK:*

In your June 7 issue, you had an editorial concerning the value of the average salesman as an investigator of trade conditions, and I would like to add that my experience is that they are not always reliable.

Unless you specifically request a report on a particular thing from a salesman, he usually will not report conditions on his own initiative, and even when you ask him for a particular report, his conclusions are not always correct, either because he jumps at conclusions or he doesn't take enough interest in the proposition.

Should you continue to do the investigating yourself and then present your conclusions to the salesmen at the convention, and if you are right in your deductions, you will usually find that the salesmen will agree unanimously with your report; in other words, when you crystallize the situation for them, they usually recognize that you have put your finger on something that they have bumped into, but it doesn't occur to them, ordinarily, to say anything about it.

If I had stayed at my desk and accepted the analysis of sales problems as reported through our representatives, we would probably still be making some mistakes that I have been able to correct.

Any trade investigation must reach fundamental conclusions or you may simply drop one mistaken policy to start another.

HASSEL W. SMITH,  
Sales Manager.

### Joins Mac Martin Agency

Theodore Kirby, for two years with the M. P. Gould Company, New York, and later for four years advertising manager for Richard Hudnut, has joined the service department of the Mac Martin Advertising Agency, Minneapolis.

# Oklahoma City Uses Automobiles to Advertise Itself

Community Advertises Itself With the Assistance of the Cars of Advertising Club Members

MUTUAL condolences by two Oklahoma City traveling men, marooned in a small Oklahoma town, were responsible for a unique movement which has already secured Oklahoma City one oil-refining plant in addition to much priceless word-of-mouth advertising.

And the whole campaign is not costing the city one cent. It is being put on officially by the Oklahoma City Advertising Club, co-operating with the Chamber of Commerce, and everything is donated.

Shelley Tracy and Morris Crowther, both enthusiastic Ad Club boosters, found themselves compelled to spend Sunday in a small town, unacquainted with anyone, and with nothing to do. Time hung heavily on their hands.

"Wish I had my car here," said Crowther, "we'd take a drive through the country."

"Same here," replied Tracy. "Wouldn't it be great if someone would come along and take us for a drive!"

"There's an idea!" exclaimed Crowther. "I'll bet every Sunday and every evening there are lots of traveling men and other strangers in Oklahoma City who would be mighty glad to have some one take them driving. We'd be doing them a good turn and at the same time showing them more of the real advantages of the city than they could see in any other way."

The two lonely travelers put their heads together, with the result that the following week, over the clerk's desk in each Oklahoma City hotel appeared this notice:

## FREE AUTOMOBILE RIDE

Strangers desiring to see the beauties of Oklahoma City will be given a sight-seeing ride free of cost. Not a rubber-neck wagon, but a real automobile. Ask the clerk.

At first strangers were dubious, thinking there was some "catch" to the scheme, but gradually the word went round that Oklahoma City automobile owners were willing and eager to drive strangers about the city, and soon there were more applicants than automobiles. Members of the Advertising Club and the Chamber of Commerce were divided into seven squads, one squad for each evening of the week, with an extra squad for Sunday afternoon. The members of a squad on their given night on duty drove their cars to the fronts of hotels and stood ready.

When a traveling man wished a drive he signed a card, giving his name and home address and gave it to the hotel clerk. Arrangements were immediately made to give him a two-hour drive absolutely without cost or obligation.

The guest was shown not only the business district, but also the residential section, the stockyards west of the city and the refineries which are turning Oklahoma's oil into gold. No attempt was made to pledge him to move to Oklahoma City, to boost for it or anything else, but the skilled salesmen who drove the cars saw to it that when that drive was finished the guest carried in his mind a picture of Oklahoma as a most desirable city either as a home-site or for the location of a business.

The names of those enjoying these rides were furnished the secretary of the Chamber of Commerce, from the card furnished the hotel clerk, and on his arrival home he found the following letter:

My DEAR MR. ———:

Recently you were shown about this city as a guest of the Oklahoma City Advertising Club. It is hoped that the

# **The Albert P. Hill Company, Inc. Pittsburgh**

**Trade Investigation;  
Sales and Advertising Plans**

**Magazine, Newspaper, Billboard,  
Street Car & Direct Advertising**

**Personal, Sincere, Effective Service**



**TWO complete engraving  
plants-fully equipped for  
intelligent service and the  
finest production of color  
plates, half-tones & line-cuts.**

**THE BECK ENGRAVING COMPANY  
PHILADELPHIA NEW YORK**

Every Lover of Motion Pictures Will Want  
the Christmas Number of

# The Photo-Play World

*"The One By Which All Others Are Governed"*

**B**RIMFUL of intensely interesting features, the Christmas issue will carry a handsome selling appeal. Beautifully illustrated and typographically perfect, the high character of its contents will exert a powerful influence in behalf of its advertising patrons.

"Screen Fashions,"

starting with the December issue, will be edited by Frances Vernon Dickey, fashion editor for John Wanamaker, and prominent publications. Novelized versions of the latest photoplays—interesting articles of the human side of filmdom.



Full-page reproductions of oil-paintings of Mary Pickford, Elsie Ferguson, Pauline Frederick, Madame Olga Petrova and many other famous stars of the cinema. These pictures are but a few of the superabundance of all-star features that

Mary Pickford run rampant throughout its pages.

**FIRST FORMS CLOSE NOVEMBER 12  
LAST FORMS CLOSE NOVEMBER 19**

Write today for rate card, circulation figures and sample copies. Any article of merit on the American market can be successfully exploited in the Photo-Play World because of its far-reaching appeal. The Christmas issue will be on the newsstands EARLY.

Pacific Coast Representative  
CARL R. ROBINSON  
701 Washington Building  
Los Angeles, Cal.

Chicago Representative  
GUY W. WHITCOMB  
537 S. Dearborn Street  
Phone—Harrison 4209

**THE DOWNS PUBLISHING COMPANY**  
BULLETIN BUILDING PHILADELPHIA, PA.

trip was a pleasant one, and that you may have a kindly feeling toward this city.

We are very glad, indeed, to enclose you a little booklet containing some matter in regard to the City and State. Should you at any time desire more information regarding this section, you may be assured that we will be pleased to extend you any courtesy possible.

We are glad that you were here, and hope that you may come again.

Very truly yours,

OKLAHOMA CITY CHAMBER OF  
COMMERCE,  
LEROY W. GIBBS, Sec'y.

There was no attempt in this letter to make a strong selling talk for the city, merely to make permanent the pleasant impression created by the sight-seeing drive. The booklet which was enclosed clinched the impression with facts and pictures.

This movement has come to be known as the "Glad Hand Movement," and throughout the Southwest much favorable comment has been received on Oklahoma City's method of welcoming the stranger within her gates. One refinery has been located here as a result of the favorable impression secured by a Kansas oil man during a Glad Hand drive, and the secretary of the Chamber of Commerce states that he is in correspondence with two other factory prospects as a direct result of this campaign.

Wichita, Kas., has written the secretary of the Oklahoma City Advertising Club and will put on a campaign of this sort in Wichita next year.

### Join "Farm and Fireside"

C. C. Fisher, formerly of the sales department of the Studebaker Corporation of South Bend, Indiana, and H. L. Fleming, formerly of the Tobey Furniture Company of Chicago, have joined the Western offices of *Farm & Fireside*, with headquarters in Chicago. Mr. Fisher will represent the publication in the far west, while Mr. Fleming will cover the Illinois and Indiana territory.

### Another Advertising Course Starts

W. C. D'Arcy, president A. A. C. of W., on October 25 formally opened the winter's advertising course at the St. Louis Y. M. C. A., conducted by the local Ad Club, under the direction of Roy B. Simpson.



## VEILS

VERY EASY INDEED LADIES

Your favorite veil now is displayed

## ON THE COUNTER

IN A

## B & B Display Case

Finding the solution is our hobby, and it is NOT done by guess work.

First-hand knowledge of the distribution and display problems of hundreds of clients in as many different kinds of lines enables B&B service to apply the experience gained to YOUR PROBLEM.

Remember—it doesn't obligate you to "Put it up to us."

Designing — Manufacturing and  
Distributing — Displays Nationally.

One Contract—One Profit



Reg. U. S. Pat. Off.

**B & B SIGN CO., Inc.**

341-347 Fifth Avenue  
New York, N. Y.



## Selecting a Trade Mark

It is easy enough to change advertising agents or sales managers, or to adopt a new form of copy appeal—but a trade mark, once in use, cannot be abandoned without serious loss. Therefore the selection of trade marks deserves more thought than is sometimes given to it.

I am glad to assist in the selection of trade marks, and am often able to save my clients much trouble and expense.

**ROY W. JOHNSON**

*Trade Marks · Trade Names  
The Protection of Good Will*

Mutual Life Building  
32 Nassau Street  
New York

## The Letters That Bring Results

When you write a personally dictated letter to a prospect you get an answer, don't you? You know why you don't get answers to your form letters—they're obviously machine made—printed—sent out in mass.

Let us get out your next letter campaign. Our letters are *all* typewritten on automatic machines that give you real, personal, typewritten letters at half what you'd expect them to cost.

## Direct Advertising Service

of the  
WEST SIDE PRINTING COMPANY  
9 Murray Street  
Telephone Barclay 7268

## France's First Advertising Ambassador

Jean H. Fulgeras, of the Société Européenne de Publicité, Paris, France, sailed last week after a two months' business trip in the United States. He proved during his stay that well-planned advertising pays. "Our series of page announcements in **PRINTERS' INK**," Mr. Fulgeras said, "reinforced by the letters sent out by my firm from Paris, secured for me over 100 appointments before arriving in New York. To these were added a score of others made with our United States agents, Collin Armstrong, Inc. I was unable to see more than one-half the firms who wrote to me, but if only a small portion of those I corresponded with carry out their intentions there will be an advertising invasion of France immediately after the war. Many firms are laying their plans now. It was these I came to see and I found the journey well worth while."

It was not generally known to the Americans Mr. Fulgeras met that he had already done his "bit" for France. He was given the cross of war by his own country and the Order of Leopold II by the King of Belgium.

Mr. Fulgeras has recently become the Paris representative of **PRINTERS' INK**.

## Advertising Division Formed in Retail Research Assn.

Advertising and sales managers from a number of leading department stores in all parts of the country gathered in New York last week to organize the advertising division of the Retail Research Association.

The parent organization consists of the stores themselves, some eighteen in number, and has been in existence since last June. It held a meeting in Minneapolis several weeks ago. Frank A. Black, advertising manager for William Filene's Sons, Boston, was elected president of the new advertising division. Meetings were held over two days at the Hotel Vanderbilt, and it was decided to hold regular future gatherings, the next probably to take place in January at a point not yet settled.

The Retail Research Association is organized for the exchange of ideas, and as a clearing house of information in regard to better business methods, among the member stores. Headquarters are maintained in New York, and a wide programme is being mapped out for future work.

## Appointment by Champion Spark Plug Co.

Hal McNaughton formerly with the Toledo Times, has been appointed assistant advertising manager of the Champion Spark Plug Company, Toledo.

The Tate Electro Waterproofing Corporation, New York, has placed the John O. Powers Company of that city in charge of its advertising.



# HAWAII

## —your Sales Opportunity

In one month Hawaii's Imports totaled \$4,356,108, of which automobiles amounted to \$147,335; flour, \$155,450; bacon, \$103,438; canned meats, \$40,406; ham and bacon, \$34,776; lard compounds, \$38,699; auto tires for year, \$523,000.

The 1917 Sugar crop alone is estimated at \$75,000,000, to say nothing of Pineapples and other Island products. The U. S. Army payroll in Hawaii for 1917 is estimated at \$5,640,000.

If you are alive to one of the greatest opportunities that has faced the American Business Man in many a year, you will include Hawaii and Honolulu in your 1918 Sales Campaign.

**We will gladly furnish you with any data or information you may require to intelligently plan your campaign here.**

**CONSCRIPT US INTO YOUR SERVICE!**

## Honolulu Star-Bulletin

*"Hawaii's Greatest Newspaper"*

**GEO. H. ALCORN, Eastern Representative, 23 West 31st Street  
New York City**





Perhaps you have noticed that the accounts of this organization do not "change hands" very frequently.

Power, Alexander & Jenkins  
General Advertising  
Detroit

**D**ETROIT LEADS IN MANY things besides automobiles. Yet the speed and dash of the motor industry has exerted a notable influence in developing leadership in other lines. Nowhere has its stimulating power been more keenly felt than in the printing industry of Detroit, which now ranks second to none in the quality of its ideals and efficiency of its methods. We serve the motor industry and are equally well prepared to serve you in all things pertaining to good printing.

SATURDAY NIGHT PRESS, *Inc.*  
DETROIT · *Printers* · MICHIGAN

# Helping Your Labor to Realize for What and Whom It Works

An Industrial Pageant and "Blow-Out" That Advertised to All Concerned What Is Back of Their Daily Bread

THE sales convention as a means of selling the company to its salesmen is getting to be comparatively an old story now. In line with this plan recent years have seen a disposition on the part of companies and corporations to extend the idea to embrace their whole plant and community as well. This is particularly true of large concerns located in isolated communities where the company is "the whole works"—and the number of concerns of national reputation so placed is surprisingly large.

This situation especially in these days of labor scarcity and unrest presents serious problems. It is sometimes difficult to hold large working forces of younger men, particularly those who have experienced the variety of life and occupational opportunity in larger cities, in small hamlets far removed from sources of distraction and amusement other than their locality affords.

Again, this applies to large corporations whose personnel is unwieldy, and whose ramified departments form an intricate organization where the average employee feels lost in the shuffle, and finds it difficult to orient him or herself to the general scheme of things. Such conditions tend to breed discontent and internal politics, cliques, rather than to mould the organization into an harmonious unit, with its component elements fully acquainted with the common end towards which all are working.

Various expedients have been tried, and are still in force, tending to solve this very problem, notably welfare work. Such concerns as Procter & Gamble, for example, have what are known as honorary directorships, awarded to employees who have been connected with the concern for a given period

of years. These directors attend meetings where company policies are discussed, and have a voice in such discussion and voting. Their presence in the rank and file of the corporate personnel serves as a leaven of information on what's going on higher up.

The convention of the wives of salesmen held recently by the National Cash Register Company at Dayton is in line with this general topic.

A recent celebration for the members of its plants and the entire neighborhood held by the Taylor-Wharton Iron & Steel Company at Highbridge, N. J., is an interesting example of what we might call inter-corporate publicity. This event is interesting, not merely because it served to illustrate in a graphic way to the employees and the community just what their company is, but because an advertising man was selected to stage the entire programme, the arrangements for which took some two months to plan.

## EMPLOYEES' PRIDE IN COMPANY APPEALED TO

The occasion was the 175th birthday of the company, which has supplied the United States with some kind of munitions for every war it has been through, including the Revolution. October 13 was the day, and the little town's population was swelled by from eight to ten thousand visitors from the surrounding country, together with delegates from the company's plants at Easton, Philadelphia and Plainfield. It was open town for everyone, with the company the host. A feature of the day was a pageant representing the growth of the concern. About fifty decorated floats took part, illustrating some phase of the community's or the

company's history, past and present. For example, there was a float showing ancient cannon and cannon balls made by the company during the Revolution, attended by men in costumes of minute men or backwoodsmen. Another feature was a real Canastota wagon, built in 1750, drawn by six horses, and an old ox cart dragged by a yoke of oxen. Different departments of the plant had their own floats illustrating their work. For instance, the department that makes frogs for railroads, etc., had a float topped with a big sample of their work, steered by a man dressed up like a frog. Prizes were given for the best conceived and carried out float.

In the parade rode a group of five men in an automobile decorated as a gold chariot. These five have been employed by the company for fifty or more years. They received gold watch fobs with a design in keeping with the event. Silver medals of the same design were the reward of 130 men who have been with the company more than twenty-five years, and 2,000 men received bronze duplicates because they have been with the concern from five to twenty-five years.

The parade was reviewed by Knox Taylor, president of the company, and the fifth in line from the first Taylor who managed the company when its founders, Allen and Turner started in to make horseshoes back in 1742. The streets through which it passed were decorated with bunting and arches, the merchants doing their part in this direction. There was a clambake for 2,350 of the employees and guests, the materials for which were fetched from Long Island, many miles away, in two furniture vans. When the others had finished their meal, the rest was given away to visitors who took part in the holiday.

The rest of the day was given up to speeches, a reception at the club for unmarried employees, originally "Solitude," the home of Robert Taylor, built back in the Colonial days, etc. In the evening there was a free moving-pic-

ture show of the development of the steel industry, in which most naturally this concern has had considerable part.

This is a bare hint of the celebration, or of the details and planning that went into the attempt to show the employees as well as the community and guests just what the company stands for in its relation to national as well as local history. It was at least a way of visualizing to the individual what the institution from which he draws his pay means, not merely to himself, but to the world at large.

### Urges Use of Bigger Bags

The Worcester Salt Company is using space in the grocery trade papers to urge upon grocers the fact that it is their patriotic duty to sell the consumer as large a bag of salt at each purchase as is possible. "Sell a Bigger Bag" says the headline. "Little bags are extravagant. They waste cotton—and we cannot afford to waste anything now. Either you or your customers must pay for this waste.

"You may pay for it directly by higher prices in proportion for the small bags, or indirectly through more expense in handling.

"It costs you just as much to deliver and charge a five-cent package as it does a twenty-five-cent package.

"But beyond this merchandising waste think what it would mean in National economy if every grocer would persuade his customers to buy their flour, sugar and salt in larger bags.

"Take Worcester Salt for example: It requires a little over twelve square yards of cotton for 150 2-lb. pockets.

"The same weight of salt packed in 75 4-lb. bags would require less than nine square yards, and in 30 10-lb. bags only a little over six square yards.

"At the present time we are buying millions of these two-pound pockets a year, representing nearly 500,000 yards of cotton that might be saved if the consumer would take our larger bags.

"And this is only one item—millions of yards of cotton could be saved in the grocery stores of this country every year if you would induce your customers to get away from the small packages.

"Buying larger bags means no more expense to them or to you.

"And it means a tremendous saving to the country.

"Uncle Sam needs that cotton to make high explosives for our shells, khaki for our soldiers, and bandages for the wounded.

"Think it over, Mr. Grocer. It is a patriotic duty to help us save this cotton.

"So the next time your customers order Worcester Salt sell a bigger bag."

## Editing a Trade Paper Like a Newspaper

But the reporters are called "Idea Men." They are, however, news gatherers. Their "beats" are not the City Hall or the local Recruiting Station, but the entire U. S. A. Their "stories" are complete, detailed illustrated descriptions of the SALES, buying, display, advertising, accounting and other ideas, plans, methods and systems actually used by well-rated, successful retail stores.

You may have sample copies of our publications by writing the office nearest you.

### MERCHANTS TRADE JOURNAL, Inc., *Publishers*

Merchants Trade Journal  
Merchants National Drug Journal

NEW YORK

DES MOINES

Furniture Merchants Trade Journal  
Merchants National Hardware Journal

CHICAGO

INDIANAPOLIS

## CUT OUT THE- "UNDER SEPARATE COVER" BUG-BEAR

Think what it would mean to you to have your separate package actually accompany the letter—to really have your fourth class package and first class letter carried as first class, by the same mail.

That is actually what you can accomplish by using the

*Two-in-one*  
ENVELOPE BAG

The TWO IN ONE Envelope Bag is a canvas bag made in all sizes with an envelope firmly attached.

Avoid delays, misunderstandings and loss of sales.

Write today for free samples and price list.

**BEMIS BRO. BAG CO.**

611 So. 4th. Street

St. Louis, Mo.



●

THE  
**Atlanta Journal**  
ATLANTA, GA.

Want Ads are a clew to a newspaper's intimacy with its readers.

This is the October record of The Atlanta Journal on

**WANT ADS**

October 1917	20,974	ads
" 1916	17,128	"
<b>Gain, 3,846 ads</b>		

*NOTE: There were five Sundays in October, 1916 and four Sundays in October, 1917.*

**THE JOURNAL COVERS  
DIXIE LIKE THE DEW**

●

The Circulation of the  
**CHRISTMAS ISSUE**  
of

**The Billboard**

*is guaranteed to exceed*

**45,000 Copies**

It will be obtainable wherever papers are sold throughout the entire English speaking world.

**NO ADVANCE IN RATES**

*Last form closes Sunday, December 16*

**The Billboard Publishing Co.**

*Member A. B. C.*

Broadway & 42d  
New York

Monroe and Dearborn  
Chicago, Ill.

**Wastes Prevented by  
Packaging**

Retailer Instances Season-End Losses on Unpackaged Goods—Goods Become Soiled in the Christmas Rush—Brushes and Dust-Cloths Taken from Stock for Store Cleaning, Etc.

SINCE the desirability of packing goods is once more being questioned in certain quarters, it is well to examine a phase of the subject that has not been emphasized to any extent of late years. The many advantages of packaged merchandise are too well known to need defense at this time. These advantages are generally accepted, even by the opponents of the modern way of packing goods. These critics contend, however, that the cost of putting wares in packages more than offsets the value of the convenience.

It is true that bulk goods may be cheaper in some instances, but there is another side to this question that makes one wonder if, after all, the supposed economy of loose merchandise isn't a camouflage. There is no question that the selling of unpackaged goods insidiously contributes to the cost of doing a retail business. This is done in a way that is seldom recognized. A retailer was recently telling PRINTERS' INK of his experience, and in support of our contention we can do no better than to quote his words.

"Do you realize," he said, "the amount of unpackaged merchandise that is soiled, broken and damaged in a store? It is a considerable item of expense and yet it is difficult to reckon it accurately in figuring costs. It is like the loss sustained by shoplifting. We know it exists, but we can't always put our hands on it. A great deal of it, though, is visible. Take the matter of soiled goods alone. After the Christmas rush, I usually have twenty or twenty-five dozen handkerchiefs that are so dirty that they have to be sold at a heavy loss.

1894

1917

We Are Going Over the Top

and  
into the  
trenches to get  
the business that  
opportunity presents and  
the times afford. The pessimist  
is on the run, and with well-directed  
activity a decisive victory will be achieved.

We are of proper age, seasoned, ambitious and fit.  
Our selected battle line of defense and offense is

## Printing Service

*at easy gait or double-quick time.*

Our company is fully recruited with the most effective "big guns" (and our artillery staff know how to handle them) that are hammering out, day and night, printing of the highest grade. If you are preparing for a drive, with your eye on some objective, and have decided to utilize

COLOR PRINTING  
CATALOGS or PUBLICATIONS

to make the assault—report at once to our strategic and efficiency board for conference and co-ordination, by phone, dispatch or messenger.

## Charles Francis Press

PRINTING CRAFTS BLDG., NEW YORK

Phone 3210 Greeley

EIGHTH AVENUE  
33d to 34th Streets

## If You Want a Man's Money Talk to His HEART not to His HEAD

The best of all advertising is a *heart-to-heart* talk. Because you really *reach* and *influence* a man through his heart. The purchases which are made by the *head* wouldn't be sufficient to keep a merchant in business for *six months*.

There is no better way for you to reach the heart of the Scandinavian than through his *own language papers*.

Here they are:

Grand Forks, N. D.

**NORMANDEN**

(Semi-weekly)

Chicago, Ill.

**SKANDINAVEN**

(Semi-weekly and Daily)

Decorah, Iowa

**DECORAH POSTEN**

(Semi-weekly)

Minneapolis, Minn.

**MINNEAPOLIS TIDENDE**

(Weekly and Daily)

Minneapolis, Minn.

**FAMILIENS MAGASIN**

(Monthly)

**Combined Circulation**  
**165,000 Copies**

For sample copies of further detailed information address the papers individually or recognized advertising agencies.

"And that is just one item. A certain number of napkins, doilies, embroidery pieces, towels and many other articles are sure to be soiled and are thus often rendered unsalable, except at a substantial loss. Then, too, a lot of things are torn. For example, every once in a while, we'll find a rent in a dainty waist that cannot be repaired. Who would think we suffer a loss on a product such as tooth brushes? Well, we do. We throw away quite a few of them because the bristles get so dirty that we wouldn't care to offer the brushes for sale.

"The open method of display, now so greatly preferred in many stores, runs up these losses. Goods sell better when they are out where people can handle them. Hence the merchandise that is not protected by a package, soils easily. Even the clerks in stores often unthinkingly damage loose goods. As an illustration they are always taking brushes of various kinds, dust cloths and other articles, out of stock to do some cleaning with them. If that happens many times to a piece of merchandise, it cannot be sold.

"I could recite instances of that kind for an hour. Anyway, I've said enough to show why I favor packaged goods, when I can get them. I need not mention the losses we sustain in measuring and weighing bulk goods and the extra time it takes to wrap them up. Everyone is familiar with that very serious objection to unpackaged merchandise. All of these losses have to be paid by some one, and of course nine times out of ten it is the consumer. The loss is not charged against any specific item. It finds its way into the general cost of doing business. That is why it is so insidious.

"It cannot be denied that packaged goods also sometimes get dirty and damaged, but the injury is usually to the package and not to the merchandise. Besides, we can always repair such losses by getting new labels or cartons from the manufacturer."



## The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York

Cincinnati

Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what **Rapid's Service** means.

## REACH THE BUYER

The buyer in each one of the 22,000 best banks in the country reads his copy of **Successful Banking** every month. In some cases it's the president, again the vice president, the cashier, the assistant cashier or the book-keeper. It varies in almost every bank. **Successful Banking** "center fires" on the right man. Would you be interested in covering such a selected list?

## Successful Banking

Benton Harbor

Michigan

## WANTED

*Twenty Good Advertising Artists for the Enlarged Staff of the LEDGER ART SERVICE, 612 Chestnut St., Philadelphia*

# OVER THE TOP

## NEW ENGLAND Daily Newspapers

The people and the papers put the Liberty Loan over the top.

The people and the papers have put many and many a commercial proposition over the top.

The people and the daily papers will put your proposition over the top if your goods are worth while.

The people and the daily papers in New England are scattered from Bangor, Maine, to Bridgeport, Connecticut, and to reach them you must use the local daily newspapers in the cities where you want to put your goods over the top.

Kindly remember that they who dwell in the one big city are but a handful to the tribes who inhabit the great sections that surround it.

Here are 15 of New England's choicest cities.

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,714 net  
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H., UNION and LEADER**  
Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

**FITCHBURG, MASS., SENTINEL**  
Daily Circulation 5,192  
Population 39,656, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

**NEW BEDFORD, MASS., Standard and Mercury**  
Daily Circulation 20,949 net paid  
Population 109,000, with suburbs 120,000

**SALEM, MASS., NEWS**  
Daily Circulation 18,732 net paid  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 36,400  
Population 100,000, with suburbs 250,000

**TAUNTON, MASS., DAILY GAZETTE**  
Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

**BRIDGEPORT, CT., POST and TELEGRAM**  
Daily Circulation 35,064 net A. B. C.  
Population 150,000, with suburbs 220,000

**NEW HAVEN, CT., REGISTER**  
Daily Circulation 19,414  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Circulation over 10,200—2c copy  
Population 25,000, with suburbs 60,000

**MERIDEN, CT., JOURNAL**  
Daily Circulation 5,120  
Population 37,265, with suburbs 50,000

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 11,321 net paid  
Population 73,144, with suburbs 100,000

**AUGUSTA, ME., JOURNAL**  
Daily Circulation 10,068 net paid  
Population 13,211, with suburbs 75,000

**PORTLAND, ME., EXPRESS**  
Daily Circulation 22,462  
Population 58,571, with suburbs 75,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

## Editorial Conference to Widen Its Activities

The Editorial Conference of the New York Business Publishers' Association, at a luncheon held at the Automobile Club, New York, Tuesday, October 30, received the report of a committee of which Samuel O. Dunn was chairman, appointed to consider the subject of nationalizing the editorial conference work of the organization. One of the committee's recommendations was that an executive committee of five be appointed to guide the deliberations of the editors of business papers on national co-operative lines. After considerable discussion in which the need of such a committee was emphasized the conference adopted the recommendation and a committee of three, consisting of C. W. Baker, editor of the *Engineering News-Record*; L. P. Mford, editor of *Engineering Magazine*, and S. H. Ditchett, editor of the *Dry Goods Economist*, was appointed to nominate the five members of the Executive Committee, its report to be submitted at the next meeting of the conference.

Another recommendation, which was adopted, was that editorial conferences, similar to that in New York, be formed by the business papers of Chicago, Philadelphia, Boston, St. Louis, Minneapolis, St. Paul and other cities, containing such papers and desiring to organize them.

A third recommendation was that an association for the interchange of information and views be formed by the representatives of the business publications stationed in Washington. From remarks made by members of the Conference it appeared that much valuable data and news originating in the nation's Capital and of value to the business press are not at present available, through a lack of co-operation among the representatives. The Conference decided to authorize the new executive committee to see what could be done to organize such an association.

On Tuesday, November 13, the Editorial Conference will have as its guests the members of the British Munitions Committee, who will arrive in this country in a few days for the purpose of giving the Government the results of their experience in handling many of the problems arising in the production of ammunition and guns, and especially upon the subject of labor. In addition, the Conference will invite to the luncheon the editors of the several New York daily newspapers.

## Appointments by "Wisconsin State Journal"

William L. Miller has been appointed advertising manager of the *Wisconsin State Journal*, of Madison Wis. He has been associated with the Bismarck, N. D., *Tribune*.

T. F. McPherson, formerly with the Keystone Type and Foundry Company, at Easton, Pa., has been made business manager of the paper, succeeding William T. Evjue, who has entered another line of business.

## Well To Do? Yes, Indeed

### Portland Maine

has 63,763 depositors with money in the bank.

This shows that the people hereabouts have been able to live well and comfortably and still have something for a rainy day.

Any proposition you have—financial or mercantile—if it is sound and looks good, the readers of the

## Evening Express

have the price to pay for it.

This is what makes Portland such a good city for advertisers. The jobbers are here and so are the wholesalers and they will push what is advertised in the Express.

*The Julius Mathews Special Agency*  
Boston—Chicago—New York

## Even The Tax Assessor Found More Than \$21,000,000

IN NEW TAXABLE PROPERTY IN

### Bridgeport Connecticut

THE MOST PROSPEROUS CITY IN AMERICA

Goodness knows what he will find the next time, for growth is showing on all sides. The

## Post and Telegram

CONNECTICUT'S LARGEST CIRCULATION

Covers the entire field as well as any one proposition can cover a field.

Leads in all things—news, advertising, circulation influence and, of course, selling force.

*The Julius Mathews Special Agency*  
Boston—Chicago—New York

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra, Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, NOVEMBER 8, 1917

## Advertising Men Can Aid Americanization

In the story of the Pennsylvania Railroad's campaign to teach patriotism to its foreign-born employees, published in our issue of last week, PRINTERS' INK believes there is an inspiring call to action for other American employers of alien laborers, from the biggest business to the smallest. There was never a time in the history of this nation when unity of thought and purpose was so greatly needed among her citizens as now when we face the terrible and urgent necessity of winning this war; and the presence of aliens among us—those who are alien not only in birth, but in tongue and often in sympathies—constitutes an element of weakness which it is our patriotic duty to overcome, so far as

is within our power. The best available statistics indicate that there are several million people in the United States—more than six per cent of our total population—who cannot speak English. A vast proportion of all of them not only are not naturalized, but have never taken any interest in the subject, having probably never had the advantages and opportunities offered by citizenship pointed out to them.

These foreign-born residents, shut off by the barrier of speech from full and free participation in American institutions, seem to justify Colonel Roosevelt's fear that the United States is becoming "a polyglot boarding house." They offer a fertile field for the underground operations of our able and unscrupulous enemies, who can find credulous acceptance among them for the wildest rumors regarding our national intention and can spread disheartening reports of disaster to our arms. It is a human tendency to fear and to exaggerate the evil of the unknown; and sedition is most easily bred where ignorance of our American ideals and institutions prevents malicious slanders from being judged by the standards of common sense.

In this serious situation, the employer of alien labor has an unexcelled opportunity to be of service to his country. He occupies the best possible strategic position from which to encourage his men to learn English; and the experience of not only the Pennsylvania Railroad but of hundreds of other great organizations proves that if the approach is made with tact and intelligence the employee is easily persuaded to undertake to learn our tongue.

The improved methods of teaching languages make it possible to gather together in one room men speaking a score of languages, and have them taught English quickly and efficiently by a teacher who knows the native speech of none of them. The question of naturalization follows as a natural corollary of the English; and lessons in patriotism can deftly be

combined with lessons in spelling so that the result is a good American citizen, thoroughly in sympathy with our democratic ideals, and speaking our tongue. The fact that such a man is a much better workman, more dependable in an emergency and needing fewer bi-lingual foremen to direct him, is of only secondary importance from the patriotic standpoint.

The whole matter, of course, depends for its success upon the skill with which the advantages of becoming a real American are depicted to the foreign-born worker; and that is an advertising job, pure and simple. That is why advertising men should of all others be interested just now in developing this work. The man who is trained at presenting an argument in simple terms for simple minds to grasp, is peculiarly adapted to working among the type of men who are found in our settlements of aliens. It is hard to think of any way in which those who must stay at home while others go away to fight, can do their bit more effectively than by taking hold of the problem which exists right here.

**Advertised  
"Alternatives"  
Have  
Remarkable  
Opportunity**

Not long ago an everyday household purchasing agent was, by the rising cost of living, shaken in her allegiance to a popular laundry soap which has advanced in price from five cents or six for a quarter to seven cents straight. With many misgivings, this particular consumer was led to make a trial of a soap newly exploited in her territory and offered at the traditional price of five cents.

But as matters worked out in this instance, the shifting of allegiance has become permanent. The laundress reported that the new soap, for all its deficiency in weight "went as far" as the other soap. Furthermore, it presents the advantage of a soap adaptable to a variety of household uses instead of being restricted to laundry work.

The incident may suggest that in this era of readjustment of buying habits owing to war conditions some advertisers might recruit new prospects if they were to advertise their articles as "alternatives" rather than as "substitutes" for goods the prices of which have been sent out of sight by the war. In the case of the soap above cited, the ultimate consumer is really better satisfied with her new purchase than with the old to which she had clung instinctively during a long term of years. Yet only the argument of a considerable difference in price served to overcome the prejudice which is felt by the average citizen against a substitute that is introduced by a retail salesman as "the same thing" or "something just as good."

Take the matter of fuel briquets, which may be in a certain sense a substitute for other forms of fuel, notably coal, but might more aptly be described as alternatives, possessing certain distinctive advantages all their own. In the face of the stigma of "substitute" applied in the local advertising of numerous fuel dealers, briquet production has jumped to an annual turnover of close to one and one-half million dollars—an increase, within a single year, of 33 per cent in quantity and 40 per cent in value. It is interesting to speculate whether the progress would have extended if advertisers had played up not the comparatively small difference in price over some competitive grades of coal but the improvements made during the past two years in the process of manufacturing—improvements which give to fuel briquets an actual advantage in the matter of smoke over bituminous coal.

Pursuing the subject further, the thought may occur that in the war-time shake-up some honors may go to advertisers who have the imagination to realize that not every "substitute," nor yet "alternative" need be the exact equivalent of the commodity it is recommended to replace. There are cities in the United States

where cord wood such as is used in open fireplaces is selling this year at \$18 per cord and people who always imagined that they could not afford an electric heater are looking at the subject from a new angle. Peanuts will form one of our bumper crops this year and peanut butter will, thanks to price and output, make many new friends without necessity for apologetic introduction as a mere proxy for other "spreads" for bread.

### **Finer As- saying of Markets**

If it were not for the ability of our scientists to measure infinitesimal portions of matter many of our big industries would not exist, at least in their present state. Being able to devise apparatus to measure things has made possible the tremendous scientific, and hence industrial, advances that we have witnessed during the last half century. At one time it was regarded as quite a feat to be able to gauge a thousandth of an inch. Now even a 20,000,000th part of an inch can be measured, and the end is not reached yet.

That, in substance, is a thought that was recently expressed by Charles F. Kettering, of the Dayton Engineering Laboratories Company. What Mr. Kettering says about the measuring attainments of science in a sense applies to the development of markets. Manufacturers who thought they had succeeded in measuring the capacity of a market have often found that by the use of more intensive instruments of cultivation the supposed capacity could be vastly increased.

A striking example of this is furnished by those manufacturers who have developed competition for their own products. PRINTERS' INK knows of a concern that was making a toilet article in paste form. Distribution was almost perfect. The product had been effectively advertised for many years. The business was enormous. In fact, so successful was the enterprise that the management thought it had arrived at a

point where sales could be further increased only as population increased.

At this juncture it was suggested that the company bring out the same product in liquid form and to be used for the same purposes. The idea seemed preposterous. What was to be gained? Wouldn't it be absurd to expect more business? Besides, the overhead and the selling expense would be greatly increased. Anyway, the liquid was produced. Result: Sales shot 'way beyond any previous record. The new product appealed to many persons who did not care for the paste, but even more significant is the fact that thousands of customers began to use the new product in addition to the old.

It is easy to overlook a dormant opportunity of this kind in a business. It seems to be something of the sort that is the matter with the motorcycle industry. A. Ludlow Clayden, writing in *The Automobile and Automotive Industries*, says, "America is the only country in the world, where automobiles are used extensively, that has so small a proportion of motorcycles in the total of self-propelled vehicles." It has been thought that the motorcycle is for the man who can't afford an automobile, and that the development of low-priced cars has correspondingly restricted the market for the motorcycle. Mr. Clayden states that in England and in other countries one of the best prospects for the motorcycle is the man who has a car. He uses it for purposes where he does not care to use his automobile. This authority on the subject shows that the virtues of the motorcycle for this and many other purposes have never been made known to prospective customers. It is a clear case, calling for advertising.

This idea of producing an article in different forms to be used for the same purpose is a comparatively new slant that we are getting on the value of constructive competition. Evidently it has great unworked possibilities for trade expansion.

## *Circulation Costs*



**M**AGAZINES must be sold like a piece of goods, and the personal touch of the specialty salesman is essential.

IN THE SPARSELY SETTLED COUNTRY field the cost of the specialty salesman renders his services prohibitive to many publishers who recognize the value of the field and who would like to serve it.

WOMAN'S WORLD has more country circulation than any other magazine.







## 52½ % Homes Wired for Electricity

WHEN the sun has won its way to the west and dropped behind the hills, the lights are switched on at home. Home! Lights, laughter, good cheer and the guests arriving. A merry night indeed inside the home, merry to the last "good-bye" called from the white light of the porch.

Home again. Another night. The wind is violently beating the naked trees and driving the cold rain in fierce gusts against the window; but here in the soft light of the library the members of the family are gathered in comfort. From the gramophone come the subdued strains of Paganini's violin. The atmosphere is one of books, pictures, beauty, charm, culture and contentment.

An owner of such a home not only

has money but spends it for the beautiful things in life. Such a home is inevitably lighted by electricity. Extension Magazine takes pride in the fact that the homes of over 100,000 of its subscribers are lighted by electricity.

It is officially estimated that less than 11% of the homes in the United States are wired for electricity. Compare this with 52½% the proportion of electrically lighted homes among the readers of Extension Magazine. Is not Extension Magazine entitled to call attention to the strong purchasing power of its readers? Not only advertisers of electrical appliances, but all advertisers recognize the fact that a publication reaching a preponderance of electrically lighted homes is invariably a publication of dominant resultfulness.

## Extension Magazine

"More than 200,000 subscribers, the cream of America's 17,022,879 Catholics"

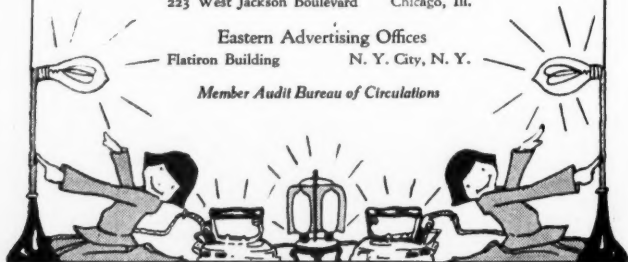
### GENERAL OFFICES

223 West Jackson Boulevard Chicago, Ill.

### Eastern Advertising Offices

Flatiron Building N. Y. City, N. Y.

Member Audit Bureau of Circulations





## NOVEMBER MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR NOVEMBER

(Exclusive of publishers' own  
advertising)  
Standard Size

	Pages	Agate Lines
World's Work.....	112	25,144
Review of Reviews.....	107	24,080
Harper's Magazine.....	94	21,113
Scribner's .....	88	19,907
Atlantic Monthly.....	85	19,124
Century .....	65	14,728
St. Nicholas.....	55	12,512
Motion Picture Magazine..	35	8,040
Bookman .....	29	6,692
Munsey's .....	26	5,932
Wide World.....	24	5,562
Popular (2 October issues)	22	5,141
Blue Book.....	19	4,256
Ainslee's .....	15	3,377
Smart Set.....	5	1,288

#### Flat Size

	Columns	Agate Lines
American .....	239	34,295
Everybody's .....	224	32,099
Cosmopolitan .....	184	26,356
Metropolitan .....	154	26,140
Red Book.....	156	22,330
McClure's .....	126	21,432
Hearst's .....	108	18,460
Photoplay .....	102	14,702
American Boy.....	72	14,590
Sunset .....	84	12,000
Boys' Magazine .....	50	8,832
Boys' Life.....	63	8,382
Current Opinion.....	33	4,704

† New page size.

### VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
Vogue (2 issues).....	708	112,047
Ladies' Home Journal....	330	66,128
Harper's Bazar.....	331	55,676
Good Housekeeping.....	291	41,692
Woman's Home Companion	177	35,550
Delineator .....	152	30,474
Pictorial Review.....	145	29,000
Designer .....	129	25,835
Woman's Magazine.....	128	25,777

### Agate Columns Lines

Ladies' World.....	69	13,855
Modern Priscilla.....	78	13,115
McCall's .....	97	13,082
People's Home Journal ..	53	10,656
People's Popular Monthly.	55	10,583
Mother's Magazine.....	74	10,392
Holland's Magazine.....	53	10,100
Today's-Housewife .....	47	9,456
Needlecraft .....	44	8,387
Southern Woman's Mag..	40	7,027
Home Life.....	26	4,598

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CAR- RYING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
Vanity Fair.....	374	59,228
System .....	333	47,638
Popular Mechanics (pages)	155	34,822
Country Life in America..	171	28,763
Popular Science Monthly (pages) .....	123	27,726
House and Garden.....	148	23,418
Association Men.....	138	19,369
Theatre .....	88	14,902
Field and Stream.....	85	12,199
Physical Culture (pages)..	50	11,206
House Beautiful.....	74	10,994
Outing .....	70	10,066
National Sportsman (pages) .....	41	9,260
Arts and Decoration.....	61	8,610
Outdoor Life.....	57	8,222
Travel .....	51	8,140
International Studio.....	47	6,661
Garden .....	40	5,782
Extension Magazine.....	34	5,769
Illustrated World (pages).	24	5,542
Outer's Book.....	37	5,373
The Art World.....	37	5,244
Recreation .....	35	5,088

### VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
MacLean's .....	151	21,257
Everywoman's World.....	104	20,800
Canadian Courier (4 Oct. issues) .....	109	20,092
Canadian Home Journal..	93	18,628
Canadian Magazine (pages)	51	11,466

# **VOLUME OF ADVERTISING IN OCTOBER WEEKLIES**

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
<b>October 1-7</b>		
Saturday Evening Post..	263	44,863
Literary Digest.....	138	20,321
Town and Country.....	114	19,301
Collier's .....	77	14,677
Independent .....	92	13,182
Scientific American....	48	9,602
Leslie's .....	46	7,855
Life .....	42	6,017
Outlook .....	38	5,644
Christian Herald.....	26	4,448
Youth's Companion....	20	4,082
All-Story (pages).....	17	3,956
Churchman .....	22	3,550
Judge .....	21	2,968
Nation .....	13	1,885
Every Week.....	10	1,846
Associated Sunday Mags.	6	1,193

## **October 8-14**

Saturday Evening Post..	314	53,414
Literary Digest.....	194	28,523
Town and Country.....	107	18,112
Collier's .....	93	17,645
Nation .....	81	11,427
Leslie's .....	45	7,878
Outlook .....	49	7,291
Life .....	43	6,119
Independent .....	34	4,862
Illustrated Sunday Mag.	25	4,662
Christian Herald.....	25	4,384
Every Week.....	20	3,674
Scientific American....	16	3,259
Judge .....	22	3,102
All-Story (pages).....	12	2,862
Youth's Companion....	13	2,776
Associated Sunday Mags.	12	2,169
Churchman .....	10	1,605

## **October 15-21**

Saturday Evening Post..	309	52,587
Literary Digest.....	145	21,407
Collier's .....	94	17,860
Town and Country.....	105	17,655
Independent .....	69	9,926
Leslie's .....	51	8,825
Scientific American....	42	8,578
Outlook .....	57	8,509
Christian Herald.....	41	6,972
Youth's Companion....	27	6,314
Life .....	35	5,021
Every Week.....	23	4,308
Nation .....	22	3,199
Judge .....	19	2,744
All-Story (pages).....	9	2,192
Associated Sunday Mags.	11	2,137

Agate  
Columns. Lines.

Churchman ..... 10 1,635

## **October 22-28**

Saturday Evening Post..	236	40,163
Literary Digest.....	120	17,709
Collier's .....	92	17,530
Leslie's .....	51	8,781
Outlook .....	57	8,387
Life .....	40	5,703
Independent .....	36	5,212
Scientific American....	21	4,283
Illustrated Sunday Mag..	22	4,038
Youth's Companion.....	17	3,552
Christian Herald.....	19	3,356
Every Week.....	18	3,250
Judge .....	20	2,801
Nation .....	18	2,623
Churchman .....	11	1,818
Associated Sunday Mags.	6	1,193
All-Story (pages).....	5	1,131

## **October 29-31**

Christian Herald.....	28	4,898
Outlook .....	28	4,135
Every Week.....	11	2,064

## **Totals for October**

Saturday Evening Post.....	191,027
Literary Digest.....	87,960
Collier's .....	67,712
*Town and Country.....	55,068
*Outlook .....	33,966
Leslie's .....	33,339
Independent .....	33,182
Scientific American.....	25,722
*Christian Herald.....	24,058
Life .....	22,860
Nation .....	19,134
Youth's Companion.....	16,725
*Every Week.....	15,142
Judge .....	11,615
All-Story .....	10,141
†Illustrated Sunday Mag.....	8,700
Churchman .....	8,608
Associated Sunday Magazines	7,238

\* 5 issues.

† 2 issues.

‡ 3 issues.

# **RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
1. Ladies' Home Journal.	330	66,128
2. Vanity Fair.....	374	59,228
3. Harper's Bazar.....	331	55,676
4. System .....	333	47,638

# THE OUTLOOK—and Why

## It offers unusual value to the National Advertiser

As a result of 536 replies received from a questionnaire sent to 1,300 Outlook subscribers in Cleveland, Dayton, and Akron, Ohio, we find that:—

The amount of personal real estate owned by Outlook subscribers is . . . . \$15,355,298.00

The per capita average of personal real estate is . . . . 28,647.94

The total valuation of business property owned in full or in part by Outlook subscribers is . . . . 25,289,317.00

The per capita average of business property owned by Outlook subscribers is . . . . 47,181.56

71% of Outlook subscribers own automobiles.

365 Outlook subscribers own 510 automobiles.

35% of Outlook subscribers are associated with companies owning automobile trucks.

185 concerns with which Outlook subscribers are associated own 456 motor trucks.

25% of Outlook subscribers own Summer Homes, Country Estates, or Farms.

52% of Outlook subscribers travel each year and visit Summer or Winter resorts.

51% of Outlook subscribers take fishing trips or hunting trips.

27% of Outlook subscribers belong to Golf or Country Clubs.

11% of Outlook subscribers send their children to private schools.

42% of Outlook subscribers are Proprietors, Bankers, Brokers, Cashiers, Capitalists, Presidents, Vice-Presidents, Secretaries, Treasurers, Managers, or other business executives.

34% of Outlook subscribers are Professional Men—Doctors, Lawyers, Accountants, Architects, Civil and Mechanical Engineers, Clergymen, Dentists, Teachers.

16% of Outlook subscribers are Clerks, Mechanics, and Salesmen.

8% of Outlook subscribers have no occupation or are retired.

## THE OUTLOOK COMPANY

381 Fourth Avenue,  
New York

122 S. Michigan Blvd.,  
Chicago, Ill.

TRAVERS D. CARMAN, Advertising Manager

	Columns.	Lines.	Agate
5. Good Housekeeping...	291	41,692	
6. Woman's Home Comp..	177	35,550	
7. Popular Mechanics (pages) .....	155	34,822	
8. American .....	239	34,295	
9. Everybody's .....	224	32,099	
10. Delineator .....	152	30,474	
11. Pictorial Review.....	145	29,000	
12. Country Life In Amer.	171	28,763	
13. Popular Science Mthly. (pages) .....	123	27,726	
14. Cosmopolitan .....	184	26,356	
15. Metropolitan .....	154	26,140	
16. Designer .....	129	25,835	
17. Woman's Magazine....	128	25,777	
18. World's Work (pages) .	112	25,144	
19. Review of Reviews (pages) .....	107	24,080	
20. House & Garden.....	148	23,418	
21. Red Book.....	156	22,330	
22. McClure's .....	126	21,432	
23. MacLean's .....	151	21,257	
24. Harper's Mag. (pages) 94		21,113	
25. Everywoman's World..	104	20,800	

‡ New page size.

### Self-Service in Chicago Department Store

An innovation in the automobile accessories department of Rothschild & Company, a Chicago department store, may contain the germ of an idea that can be successfully introduced in other businesses suffering from a lack of help.

Special cases have been built to hold the various tools, etc., and the purchaser—usually a man—may wander around, select what he chooses, and a clerk is at hand to make out the check. It is stated that the sales have increased by this method. It is found that men like to look around and to make their own tests of the various appliances.

### Welsbach Sees Opportunity in Factory Overtime

The Welsbach Company, Gloucester, N. J., is suggesting to gas companies that present over-time industrial operations give a particularly good opportunity for the sale of improved gas-lighting equipment.

"Never before was there such need for a light that would aid accurate work in factories deluged with orders because of unprecedented conditions," says the company in a trade announcement, in which it also suggests the possibilities of a campaign to store-keepers along the same lines.

### D'Arcy on Tax Evasion Through Advertising

ST. LOUIS, Mo., Nov. 3, 1917.

Editor of PRINTERS' INK:

On behalf of organized advertising I hasten to enter a protest and a warning. It appears that ill-advised solicitation has been presented to some corporations and interests—namely, that now is the time to spend money for advertising so as to avoid certain lawful tax obligations to the Government.

A salesman's tongue on some occasions wags at both ends, and the unthinking one innocently expresses a suggestion that sober second thought would discard.

Wherever this insidious suggestion amounts to a serious propaganda it should be crushed under the heel. Unpatriotic in motive, treasonable alike to the purpose of the Government and the real interests of business and especially hurtful to the standing of advertising as a profession, it cannot be too roundly condemned.

Only the weaklings and irresponsibles in the advertising profession would broach a scheme of tax evasion to reputable business. Business has shown itself capable of patriotism to the point of unselfishness. Its continued loyal support of the Government throughout the war will be presumed. But even if business itself would risk the ignominy of tax evasion, reputable advertising does not covet the role of *particeps criminis* and holder of the swag.

Let business advertise primarily because advertising is good business—if it is to advertise at all. Advertising to evade taxation is the worst of bad advertising.

Advertising has stood solidly behind the Government and everything that is represented in the Government's purposes. As a force of commercial progress its strength is its integrity. It must refrain from destructive folly to remain the staff of business and the aid of Government.

To anticipate if possible the development of harmful solicitation is the purpose of this warning, which is addressed to the sober judgment of the dominant and reputable forces of the advertising profession.

WILLIAM C. D'ARCY,

President of the Associated Advertising Clubs of the World.

Frank L. Parks, formerly vice-president of the Kathodion Bronze Co., and more recently advertising manager of *The Art World*, has become associated with the *Touchstone Magazine*, of New York, as advertising manager.

Charles A. Boyle, formerly sales manager of the Water Color Company, New York, has been appointed sales and advertising manager of the Standard Music Roll Company, Orange, N. J.

Albert Wyman Brownell has been appointed New England and New York State representative of *Motor*, New York, with headquarters in Boston.



**FRED A. DENNISON**  
*has joined the Western  
 Advertising staff of  
 Cosmopolitan*

# PRINTERS' INK'S FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

## GENERAL MAGAZINES

	1917	1916	1915	1914	Total
Cosmopolitan .....	\$26,356	\$47,844	19,871	24,806	118,877
McClure's .....	\$21,432	\$31,222	\$35,085	19,959	107,698
Review of Reviews .....	24,080	31,483	28,352	22,416	106,331
World's Work .....	25,144	28,044	28,672	23,114	104,974
Metropolitan .....	\$26,140	\$22,472	\$22,404	\$20,238	91,254
American .....	\$34,295	\$25,368	\$15,355	\$12,673	87,691
Harper's Magazine .....	21,113	23,848	19,712	21,000	85,673
Everybody's .....	\$32,099	14,448	12,423	18,375	77,345
Scribner's .....	19,907	19,833	16,744	18,333	74,817
Atlantic Monthly .....	19,124	23,995	13,301	9,576	65,996
Hearst's .....	\$18,460	\$18,457	\$14,709	14,056	65,682
Century .....	14,728	19,880	15,722	13,328	63,658
Sunset .....	\$12,079	\$19,218	12,446	15,064	58,807
American Boy .....	14,590	14,873	13,590	12,767	55,820
Red Book .....	\$22,330	11,413	8,736	7,280	49,759
St. Nicholas .....	12,512	11,812	10,800	7,672	42,796
Boys' Magazine .....	8,832	9,560	8,915	7,041	34,348
Munsey's .....	5,932	7,848	6,990	11,361	32,131
Current Opinion .....	\$4,704	\$6,348	\$11,008	\$9,813	31,873
Ainslee's .....	3,377	3,766	4,368	4,592	16,103
	367,234	391,732	319,203	293,464	1,371,633

‡ Changed from standard to flat size.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	112,047	123,559	109,476	90,614	435,696
Harper's Bazar .....	55,676	60,344	41,134	30,485	187,639
Ladies' Home Journal .....	66,128	48,436	34,862	28,597	178,023
Good Housekeeping .....	\$41,692	\$58,032	23,471	23,971	147,166
Woman's Home Companion .....	35,550	31,495	26,544	25,013	118,602
Delineator .....	30,474	23,187	21,428	16,619	91,708
Pictorial Review .....	29,000	21,291	20,100	16,456	86,847
Designer .....	25,835	19,891	15,702	13,856	75,284
Woman's Magazine .....	25,777	19,814	15,746	13,863	75,200
McCall's Magazine .....	13,082	13,321	13,408	13,274	53,085
Modern Priscilla .....	13,115	11,548	12,768	14,504	51,935
Ladies' World .....	13,855	11,563	11,800	13,600	50,818
People's Home Journal .....	10,656	11,308	12,488	13,548	48,000
Mother's Magazine .....	10,392	8,260	9,192	12,232	40,076
	483,279	462,049	368,119	326,632	1,640,079

‡ Changed from standard to flat size.

## CLASS MAGAZINES

Vanity Fair .....	59,228	62,137	56,174	25,885	203,424
System .....	\$47,638	41,740	32,743	28,784	150,905
Popular Mechanics .....	34,822	40,516	31,332	26,012	132,682
Country Life in America .....	28,763	29,571	27,571	26,712	112,617
Popular Science Monthly .....	27,726	25,786	14,378	17,332	85,222
House and Garden .....	23,418	17,192	10,883	10,403	61,896
Theatre .....	14,902	19,139	11,300	9,660	55,001
Field and Stream .....	12,199	12,293	10,696	10,598	45,786
Physical Culture .....	11,206	11,679	9,703	9,254	41,836
House Beautiful .....	10,994	10,005	8,335	8,302	37,636
Illustrated World .....	5,542	13,368	8,211	7,056	34,177
Outing .....	\$10,066	5,580	6,289	7,280	29,215
International Studio .....	6,661	6,733	7,740	7,908	29,142
Travel .....	8,140	7,168	6,023	6,848	28,179
Garden Magazine .....	5,782	7,986	3,780	4,648	22,196
	307,087	310,893	245,258	206,682	1,069,920

‡ Changed from standard to flat size.

## WEEKLIES (4 October Issues)

Saturday Evening Post .....	191,027	152,055	*128,061	*113,226	584,369
Literary Digest .....	87,960	70,122	*57,497	*52,420	267,999
Collier's .....	67,712	67,979	*58,446	*46,119	240,256
Town and Country .....	†55,068	†53,830	†46,164	*33,466	188,528
Leslie's .....	33,339	32,542	29,186	*25,464	120,531
Outlook .....	*33,966	24,878	26,855	26,523	112,222
Life .....	22,860	28,425	28,406	*23,996	103,687
Scientific American .....	25,722	20,260	*25,523	*20,664	92,169
Christian Herald .....	*24,058	21,253	22,953	19,596	87,860
	541,712	471,344	423,091	361,474	1,797,621

Grand Total .....

\* 5 issues. † 3 issues.

1,699,312 1,636,018 1,355,671 1,188,252 5,879,253

OF

Total  
118,877  
107,698  
106,331  
104,974  
91,254  
87,691  
85,673  
77,345  
74,817  
65,996  
65,682  
63,658  
58,807  
55,820  
49,759  
42,796  
34,348  
32,131  
31,873  
16,103

1,371,633

435,696  
187,639  
178,023  
147,166  
118,602  
91,708  
86,847  
75,284  
55,200  
53,085  
51,935  
50,818  
48,000  
40,076

1,640,079

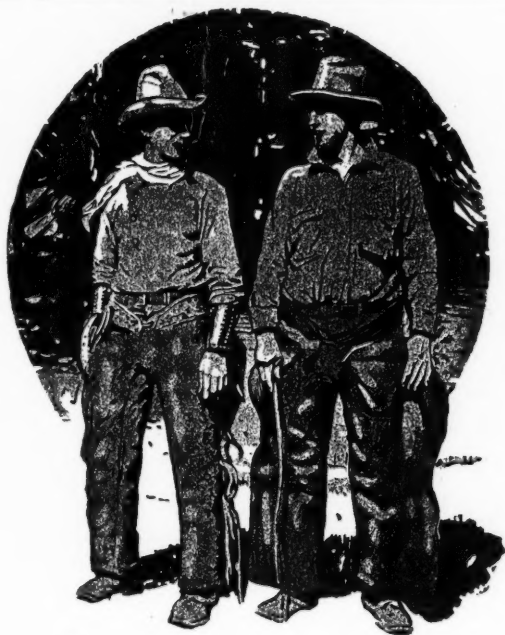
203,424  
150,905  
132,682  
112,617  
85,222  
61,896  
55,001  
45,786  
41,836  
37,636  
34,177  
29,215  
29,142  
28,179  
22,196

1,069,920

584,369  
267,999  
240,256  
188,528  
120,531  
112,222  
103,687  
92,169  
87,860

1,797,621

5,879,253



*Fred Stone can eat  
noodles with a lariat.*

*Rex Beach*

IN

*December*

# Cosmopolitan

## The Little Schoolmaster's Classroom

A WOMAN acquaintance of the Schoolmaster was killing time in a New York department store recently, one of the best-known high-class retail establishments in the country. She was passing the silk materials counter and noticed a salesman putting up a bolt of Batik silk, i. e., fabric dyed by the most modern, as fashion goes, yet the oldest known method of dyeing clothing in the world.

She asked the price (garments of this material have been displayed in Fifth Avenue shops at from \$75 up, mostly up). Six dollars a yard, the salesman told her.

"That's rather reasonable," she observed.

"Yes, it's handwork," replied the clerk. "Do you know about it?"

The Schoolmaster's friend did know about it, having assisted an artist friend engaged in this art for a few days. She started to tell the salesman about how the design is painted on in melted wax, how the garment is then dipped in the dye, and how the minute hairlines of color over the design are made by the dyes percolating into the little cracks in the wax, etc. The clerk listened eagerly, surprised out of the usual languid boredom characteristic of the sales force of this store, asking a pertinent question here and there. A neighboring salesman joined the little group and drank in the simple lecture.

"It's quite an old method, isn't it?" ventured one.

"Yes, it's the oldest known method of dyeing in the world," was the answer.

As the Schoolmaster's friend departed amid sincere and profuse thanks, still a third salesman rushed around a corner, but too late for the talk.

An interesting human tableau in the course of a great store's daily routine, you say. What struck the Schoolmaster in the anecdote, however, was the eager-

ness of the salesmen to get information for a really interesting and authoritative talking background on the goods, and secondly, the obvious fact that they were not already posted by someone on the goods, other than with a perfunctory phrase or two—"hand-made," "the latest rage," etc.

With the simple recitation of the process, and a little historical sidelight, how much more convincingly can this salesman now engage a customer's attention, the while he displays various patterns!

The time is coming when every store (and every manufacturer) is going to have an Intelligence Department in connection with its merchandise and advertising men, to furnish salesmen with talking points that talk. The manufacturer can apply this thought to his own trade advertising work, as well as in the preparation of his consumer copy.

\* \* \*

The Schoolmaster was sitting in an advertiser's office recently when he overheard a member of the sales force call up a competitor. The conversation was to the effect that the advertiser had had an order from someone and that while he could fill it, he feared his present samples of the goods required would not quite satisfy the customer's requirements. He wondered if the competitor had the goods in question. The latter had, and so the salesman offered the sale to him, explaining that he would acquaint the prospect with the facts of the arrangement. This he proceeded to do, and all went off smoothly and satisfactorily.

This is nothing unusual nowadays, but the Schoolmaster further noticed that this advertiser's catalogues, in places, name concerns capable of performing certain functions that he might do himself, in connection with his usual services, but which he felt the other fellow could do better.



# Can You Use This Business Builder?

He is now identified with a \$3,500,000 organization, marketing a nationally advertised appliance.

While his title is that of Sales Manager, his duties are more nearly those of a General Manager—in charge of 500 sales representatives, advertising, credits, collections and the office—everything but production and finances.

## From Advertising Manager to Board of Directors

Trained as an advertising and sales specialist, he came with his present associates four years ago as advertising manager. Twenty-two months later found him a substantial stockholder and a member of the Board of Directors.

His first twenty-two months here were not entirely responsible for his success. For almost fifteen years he has distinguished himself in some of our biggest organizations, developing both domestic and export markets. In each or-

ganization his advance was much the same.

## An Able Lieutenant for Some Manufacturer

A comprehensive experience, an intimate knowledge of marketing conditions, the ability to speed up sales, keep expenses down to a minimum and personally plan, write and create distinctive and resultful literature, assure some manufacturer of an able lieutenant.

Analytical, hard worker, watches details, big capacity, forceful, thorough, enthusiastic, enjoys splendid health, and will be at his best for the next fifteen years—now 34.

If you need a high-power business executive to put dynamite in your selling and advertising and have an interesting proposition for such a man, address "E. R.," Box 34, care of Printers' Ink.

"HE IS the most versatile man I ever knew. Intensely practical, he gets results without the extravagant expenditure of money. A master organizer, a business-getter, and commands the respect and confidence of his associates. He has taken the kinks out of every department of our business."

—President  
Three Million Five  
Hundred Thousand  
Dollar Corporation.

## The Electrical Experimenter



## The Electrical Experimenter

now in its fifth year with a circulation of 78,000, has the largest circulation of any electrical periodical printed in the United States and abroad. It caters to young men and grown-ups with hobbies, who can afford to spend money. An ideal publication for all electrical and mechanical advertising as well as instruction.

The November issue carried 7,131 lines of paid advertising. Over 200 papers and periodicals quoted from the columns of THE ELECTRICAL EXPERIMENTER last month. Send for circulation statement and rates.

**Experimenter Publishing Company**  
280 Fulton St., New York City.

**STALKER'S UNIVERSAL RATE SERVICE**Published **FOUR TIMES** a year—**QUARTERLY**

**A SERVICE Not a Directory**  
 Essential data on Magazines and Newspapers having Circulation 5000 or over. Carries no advertising. Compiled in convenient form for quick reference and pocket or pigeon hole use. Endorsed and used by over 250 Agencies—hundreds of Advertisers—Publishers—Special Representatives.

The Stalker Advertising Co., Inc., 631 N. 3rd St., Toledo, O.

**J.M. CAMPBELL**

Preparation of copy for **100** Advertisers. Compilation of data on which to base permanent advertising policies.

**171 MADISON AVE., NEW YORK**  
 Telephone Murray Hill 4394

**TO REACH SPANISH-AMERICAN PEOPLE**

You will find

**REVISTA UNIVERSAL**

will carry your message as you want it carried and where you want it carried both in U. S. A. and South America. Published monthly at 21 Park Row, New York.

**100% PROFIT**

on fast-selling side line. Indestructible Signs for Roads, Streets and Advertising Purposes. Field unlimited. No investment. Write today for catalog and samples.

**INDESTRUCTIBLE SIGN CO.**  
 COLUMBUS, OHIO

**SAVE YOUR POCKETS and YOUR KEYS**

**BUY A KEY KASE**

6-hook case, imitation leather, holds 8 to 10 keys. .... 25c  
 Same in genuine cowhide, light or dark, 50c

8-hook case, genuine cowhide, holds 12 to 15 keys. .... 75c  
 Prices to dealers on request

**AMERICAN SPECIALTY CO.**

Dept. A - - - Providence, R. I.



There is a certain frankness in thus putting the cards down that cannot but impress the prospect with your sincerity in aiming to do the best job obtainable from his standpoint, instead of harping insistently on the great "I AM."

\* \* \*

"Sell her a dozen cans" is the red-lettered suggestion that appears on the lid of every case of Van Camp's evaporated milk. In the small store where the clerk opens the cases this suggestion, repeated every time he opens a case of this particular product, must often be a seed planted in good soil. Many a small-store clerk who hasn't the imagination to think of "selling her a dozen cans" would have initiative enough to act on the suggestion when made. The wording of the suggestion seems particularly happy.

\* \* \*

The other day the Schoolmaster was browsing through some old numbers of *Collier's* and he ran across a little editorial headed "A Wish of the Grown-up," which hit him right between the eyes. "The class must read this," he said. So here it is:

"If we could but recover the naivete of children (that first-hand way of seeing persons as if they had sprung up out of the ground and were standing like fresh flowers to be looked upon with wonder), and if we could

**Charles Francis Press**

is especially equipped to handle and expedite orders for high grade

**PROCESS COLOR HOUSE ORGANS**

and kindred printing  
 Service the very best

**Printing Crafts Building, New York City**  
 EIGHTH AVE., 3rd to 34th Sts.

**"GIBBONS Knows CANADA"**

have again those simple words with which children tell their thoughts, the concrete words, making a picture, revealing motion and emotion—no words like 'function,' 'social consciousness,' none of the phrases with which we hide our vagueness: 'The man jumped up'; 'I told you so'; 'My dolly's dress is torn'; 'Jennie had a nosebleed, and she cried and cried!' His fate would be happy, the writer's, who could keep that vivid simplicity, the noun that described a person or a thing, and not a state of mind, and then could use it on the larger world, more richly peopled, of his older days."

### Manufacturer Argues for Dealer Co-operation

The Marathon Company, Attleboro, Mass., tells its dealers that when they display the Marathon line they are advertising nationally, since they are connecting their stores with its national publicity. "Marathon jewelry is featured in the pages of national magazines," it explains, "to help jewelers who show Marathon items. If you display the Marathon line, this advertising is yours, for it brings to the attention of your best customers the merchandise you sell. You are advertising nationally. Displaying Marathon jewelry makes this advertising your advertising." The company predicts increased holiday buying as a result of 100 per cent employment for labor at increased wages.

### Turkeys For Sale

Natural Colors  
15 inches high.

Price \$2.50

A suggestion to help your window advertising.

Our booklet, Successful Advertising Ideas FREE



The Old King Cole Papier Mache Co.  
Canton, Ohio

## T M A T S AND S T E R E O S

If you are now using electros for duplicating your copy in newspaper campaigns, I can save you time and money and assure you equal degree of quality in reproduction.

I can handle all of the details from your masterplate to shipping.

I personally handle every order and my service has been used by many of the largest advertisers for a number of years.

J. T. BUNTIN INC.  
209-219 West 38th Street, New York

## STUBBS OFFSET

PRINTING ADVANCED IDEAS IN PRODUCING BETTER PRINTING  
THE STUBBS CO  
DETROIT

### GUMMED LABELS

FOR *Your Parcel Post and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue  
McCOURT LABEL CABINET CO.  
E. H. BLACK, Pres.  
53 Bennett St., Bradford, Pa.

To increase production and decrease selling costs { TALK WITH **Heegstra**

H. Walton HEEGSTRA Inc.—MERCHANDISING—35 E. Jackson Boulevard, Chicago

## Classified Advertisements

### HELP WANTED

#### WANTED

Advertising man who is familiar with Catalog work. State salary wanted. Give references, etc. Box 348, care Printers' Ink.

#### ASSISTANT TO MANAGER

Trade publication wants experienced man (or woman) to handle general correspondence and office details. State age, experience and references. Box 368, care Printers' Ink.

Salesman wanted by a high-class color printing and engraving house, one who is thoroughly familiar with the trade, and can produce good results. Salary and commission. Applications without full particulars will not be considered. Box 371, care Printers' Ink.

**WANTED: SUBSCRIPTION SOLICITOR** for rapidly growing monthly financial publication. Attractive commission arrangement will be made to right man. Live leads from local advertising furnished. Call between 9 and 10 a.m., and ask for MR. STERN, Room 1020, 52 Broadway, New York.

#### Assistant Advertising Manager

A young man, preferably with advertising or groceries experience. This position with a concern known throughout the world will appeal particularly to a college man of fine character who wishes to learn advertising thoroughly. Write fully—state salary expected. Box 376, care Printers' Ink.

### Advertising Manager Wanted

Wanted — Advertising manager for Green's American Fruit Grower, "The National Fruit Journal of America." Must have a thorough experience on agricultural publications and have a clean record. All applications will be considered in confidence. Address American Fruit Grower Co., 329 Plymouth Court, Chicago.

### AD WRITER WANTED

A leading technical journal needs a good copy man; one who can write forceful, selling copy will find a good opportunity; stage age, salary desired, and experience. Address, Box 362, care Printers' Ink.

### WANTED:

A young man with selling experience who can act as Sales Manager for manufacturer of a food product nationally advertised. Location New York City. Box 353, care Printers' Ink.

### Layout Man Wanted by Catalog Printer

and engraver in Ohio doing quality work. An opportunity for a man of ideals to become an important factor in a growing organization of young men who are determined to win a high measure of success in both an artistic and a material way. Address, giving age, experience, salary desired, etc., Box 356, care Printers' Ink.

**WANTED**—A salesman—We would like to get in touch with some young man who has had experience in soliciting or the preparation of advertising. If he possesses any selling ability would make him particularly desirable. We have at present ten salesmen, but we want a man to handle our very best accounts. The position is in Canada and the salary is only limited by the man's own ability. Mention the necessary particulars in your letter that will permit us to formulate an opinion of your ability. Answers will be treated confidentially. Box 370, care Printers' Ink.

### Automobile Concern Wants Man For Advertising Dept.

A large automobile company in the Middle West wants young man with good personality and writing ability for Advertising Department. Work might involve writing of circular letters and dealer literature. Advertising experience is not essential if man is hard worker and has imagination and ability to write. Box 366, care Printers' Ink.

**WANTED**—by a large organization offering splendid opportunity for advancement—a real advertising solicitor who can and will get business in New York City.

Must be possessed of unlimited fund of energy and optimism.

Write, giving complete details of previous advertising or selling experience and state salary expected. All replies confidential.

Address Box 381, Printers' Ink.

**WANTED:** Young man with good education—some previous advertising experience, to join staff of Publishers' Representatives. Small salary but unusual opportunity. Address applications to Box 369, care Printers' Ink.

## WANTED

One of the oldest and largest organizations furnishing strictly individual advertising and business-building ideas and copy to financial institutions requires the services of a road salesman. Wide territory, only larger towns. Experience in banking, advertising and selling required. Only high grade men considered. Salary and drawing account big enough to warrant "live wires" answering fully, giving qualifications. Correspondence confidential. Interview later. Box 358, care Printers' Ink.

## Service Department Assistant

The young man we want must know how to write some copy. He must know agency detail work. At the start, he will have to maintain schedules, get printing estimates and know printing and cuts. This is not a soft salary snap but an opening where a "no slacker" can cash in and have a real opportunity to progress. State salary expectations, full history and include several samples of work in first letter.

THE MANTERNACH COMPANY, Hartford, Conn.

N. Y. STATE CORPORATION  
seeks a

## YOUNG MAN WITH BRAINS as understudy to an EXECUTIVE POSITION

Here's an opportunity for some aggressive and loyal live wire with balanced judgment equipped with from 5 to 10 years actual experience in marketing hardware specialties, and who desires to increase his scope of action and responsibility.

Must have a good foundation in the fundamentals of merchandising and advertising and a thorough knowledge of dealer service work and modern sales strategy. If you enthuse over constructive business building this is your chance to connect with an energetic organization.

Engagement will be on a salary basis, nominal to start but ample to live on. You can cash in if you can deliver efficiency as a result getter.

Applications confidential and only by mail. State age, married or single, dependents, nationality and religious faith. Detail all positions held and amounts received. Enumerate experience and qualifications of asset value. Require two references vouching for honesty, character and ability. Prompt interview to applicants whose proposition interests. Address Box 365, care Printers' Ink.

**WANTED—YOUNG MAN TO MANAGE SALES IN CHICAGO AND vicinity for nationally advertised article sold in drug trade. Box 385, care Printers' Ink.**

We are looking for some one to replace a member of our Advertising Agency who has just received a commission in the Army. Lieutenant specialized in automobile and accessory advertising. He solicited, made layouts and helped with merchandising plans. You can visualize from this the character of man we want. Make replies detailed, which will be treated confidentially. Box 354, care Printers' Ink.

## A Big Job for A Big Man

We want a man with a creative, inventive, original constructive mind.

We are advertising in Printers' Ink because we prefer an experienced advertising man.

He should have had experience as a salesman and, if as a sales manager, so much the better.

He should be able to handle and systematize a big trade correspondence. We employ no salesmen and rely entirely upon sales by mail to the trade—supported by consumer advertising.

Experience in the dry goods or notion business will be exceedingly useful.

We want a man who can build sales and who is anxious to increase his income by participating in the earnings of this sales-building work.

We have an established and rapidly growing business. The position open is one that will appeal to the man who knows in his heart that he can produce.

Write us fully as to your qualifications, experience, etc., addressing Box S—363, Printers' Ink.

## MISCELLANEOUS

### FOR SALE

Direxall Foot Power Addressing Machine with listing attachment, steel cabinet, 20 trays and 2000 zinc plates—\$50. Twentieth Century Laundry Co., 251 Third Avenue, New York.

### FOR SALE

Best equipped newspaper plant in New England. Everything new and ready to operate. 5 linotypes and all steel furnishings. Gosspress. Plant just closed, other interests demand attention of owner. Price low for immediate sale. Address for particulars, DAILY NEWS, Pittsfield, Mass.

## Triple Returns!

Read how in new book: "Better Returns Through Postcards" by Flint McNaughton. Shows ways to get bigger results through postcards—how to cut cost inquiries—how to utilize waste distribution. Nothing like it—needed daily. Shows actual plans for making postcards pull more inquiries—land more orders—win dealers and jobbers. Records tests—shows why postcards have doubled and tripled returns—stamped vs. unstamped—little things that count big! Backed by experiences of a hundred shrewd advertisers. Illustrated by 15 plates and 100 postcards. Cloth bound, 5 1/2 x 7 1/2. Send 50c today—money back if not satisfied. Selling Aid, 665 S. Clark St., Chicago.

**IDEAS.** Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM, WASHINGTON, D. C.**

**ROMEIKE'S PRESS CLIPPING BUREAU,** 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

#### POSITIONS WANTED

Young man; practical advertising and printing experience; high school graduate; excellent references. Phone, Schuyler 6967 or Box 378, care Printers' Ink.

A successful advertising man and correspondent wishes to represent in the Chicago field an established eastern trade paper. Address L. M., 6528 Ellis Ave., Chicago.

**CAPABLE FOREMAN FOR COMPOSING ROOM IN FIRST-CLASS PRINTING PLANT. SEEKS POSITION. \$40 WEEKLY.** Address Box 364, Printers' Ink.

#### EXPERT STENOGRAPHER

4 years' experience secretarial and editorial work in publishing and advertising house. Unusually good memory. Highest references. Box 379, Printers' Ink.

### Mail Order Expert

open for engagement. Can build general mail order business from the ground up in all departments. Write for further information. Box 359, care Printers' Ink.

**Advertising Man** of wide experience as space salesman and manager. Successful record, favorably acquainted throughout Eastern territory and West, now engaged, seeks broader opportunity on general or class publication; best references; letters confidential. Box 372, care Printers' Ink.

### Available NOW

A trained Advertising man with 9 years' experience is ready to accept any proposition that has possibilities. He has had 6 years' experience as adv. mgr. of a well-known jobbing and retail concern; 2 years as business manager of a well-known weekly publication, and one year with one of the largest rubber companies in the country. Married; age, 28. Box 355, care of Printers' Ink.

### Capable, Versatile Advertising Manager

Experienced in display and direct advertising. Design layouts. Prepare booklets, circulars and follow-ups. Selling power in all my copy. Successful manager and editor of house organs. My work evinces intelligence, thought, ability, earnestness, originality and "pep." Initiative and good judgment. Pleasant, adaptable and reliable. Merchandising experience. Age 35, married, exempt from military service. Excellent credentials. I seek a real opportunity. Box 360, care Printers' Ink.

**Advertising and Printing Detail.** Young woman, 5½ years' experience—stenographer, dictaphone operator, telephone operator, bookkeeping—in advertising, publishing and printing office, seeks better opportunity. A-1 references. Box 374, care Printers' Ink.

**WANTED**—An opportunity to direct your sales organization along productive lines. Twelve years' experience with well-known manufacturer of a food specialty—eight years as sales manager and two years as manager at branch plant and two years as sales manager to home office. 36 years old—married. Box 357, care Printers' Ink.

#### MECHANICAL ENGINEER

Now Sales Manager for Power Specialty Manufacturers, desires charge of one or two technical advertising accounts in spare time. Wide experience in trade journal advertising, direct mail, catalogues, etc. Can make own lay-outs. Box 382, care Printers' Ink.

**CIRCULATION MANAGER** or assistant to really big man. Age 28; 10 years' experience one farm publication. Satisfactory reference as to ability to build and maintain quality circulation economically; also reason for desiring position. Not afraid of work. Initial salary secondary to future prospects. Box 367, care Printers' Ink.

#### ADVERTISING ASSISTANT

Young man, 21; exempt; well educated; ambitious; sound judgment; wants position with agency or advertiser. Knows engravings and electros. Practical printing and some advertising experience. Can manage details and correspondence. I. C. S. and Y. M. C. A. advertising student. Box 380, P. I.

### SALESMAN

Five years selling Street Car Advertising and attending well to the multitudinous duties that go with that work. Wants big, interesting, substantial proposition to sell in Philadelphia after Nov. 15th. Address Box 352, care Printers' Ink.

### TWO SALES EXECUTIVES

Two young men who know from experience that their abilities complement and dove-tail into a business producing whole, want positions together in sales management for a specialty manufacturer or a sales agency. Are now in New York, but willing to go wherever business requires.

Both have sold specialties; both have successful records as sales managers, both now hold responsible positions. Combined, they have additional experience in office and factory management, buying, credits and accounting.

They can pull together, produce sales and conserve profits.

Address Box 377, care of P. I.



**EXPORT** manufacturers' representative, now selling hardware specialties and tools regularly over 100 export firms, with thorough knowledge of the business and confidence of buyers, wants exclusive control of few additional lines. Compensation in commission on increase of business. Address, Export, P. O. Box 109, New York City.

## Advertising Man

Desires connection with Agency or in Advertising Dept. Resourceful in ideas, sales plans, appeals and investigation. Two sales plans now being used nationally. University training. Age 32. Moderate salary at start. Box 384, care Printers' Ink.

## ANXIOUS TO LOCATE IN BOSTON OR VICINITY

Have had experience in the food jobbing business and am now advertising manager of a large company selling nationally through jewelry jobbers and retailers. Desire to continue along selling lines, advertising or otherwise. 28 years old, college and married. Desire limited salary for protection and commissions based on results. Address Box 381, care Printers' Ink.

## OFFICE MANAGER

Young woman with six years' experience as chief correspondent in large mail order house; accountant and office executive. Has had charge of retail and wholesale selling. Can plan and successfully execute advertising campaigns. Reasons given for desiring to change position. Address Box 383, care Printers' Ink.

## COPY WRITER—MAIL ORDER MAN

Now earning \$3400 as sales promotion and copy man with well-known specialty house. Formerly plan and copy man for leading advertiser in agricultural field; before that copy chief in one of largest mail order houses. Am looking for a future, not for a job. American; college man; 32 years old; married. Box 373, care Printers' Ink.

Wanted by young woman, editorial position for full or part time. Competent to write or take complete charge of periodical. Familiar with business field. Box 375, care Printers' Ink.

## Mr. Agricultural Publisher:

Consider how you can expand with a man who thoroughly knows the management of Farm Papers—subscriptions, mechanical, advertising—perhaps as well as you do yourself; 10 years "at it," including hustling for the pay-roll and selling the biggest men in Chicago and New York. I would not feel natural without responsibilities. If you don't need help, perhaps you have other interests for your energies; I can run the paper. Age 34, family. No proposition considered without a "future." S. E. F., Box 349, care Printers' Ink.

## Subscription Increase

After December first, 1917, the subscription price of **PRINTERS' INK** will be \$3 per year—10c per copy. Foreign postage, Two Dollars per year extra, Canadian postage One Dollar per year extra.

Subscriptions dated before December 1, 1917, accompanied by cash, will be accepted at present price of \$2 (Canadian \$2.50, Foreign \$3.00) to extend one year beyond expiration of present subscription.

## PRINTERS' INK PUBLISHING CO.

185 Madison Avenue  
New York

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### MEREDITH NICHOLSON

is writing especially for SCRIBNER'S MAGAZINE a notable series of six papers on the people and activities of the Middle West to-day,

#### "THE VALLEY OF DEMOCRACY."

Mr. Nicholson is a native of the West, but does not believe that all wisdom is centred between the Alleghanies and the Rockies. He sets down impressions without insisting on conclusions, drawing his illustrations from personal experiences—what the "folks" think, their political ideals, their social aims, good cheer, and buoyancy are shown against a lightly sketched historic background.

Our participation in the world war has welded the nation together and the effect of this struggle on the Middle West will be considered from several angles in these papers.

Mr. Nicholson believes that as the Mississippi Valley plays such an influential part in the nation's life it is important for the rest of the country to know what manner of folk these are who must be reckoned with in the future as in the past.

#### SCRIBNER'S

the best-balanced  
magazine in America

Put it on your 1918 list

# Important Announcement

Advertising Space in the  
1918 Spring Issues of  
The Rotogravure Section  
of The Chicago Tribune  
is limited.

Spring Rotogravure ord-  
ers will be accepted now  
—but immediate action  
is urged.

Rate: \$1,000 per page.  
(9¾ in. x 15¾ in.)

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(The World's Greatest Newspaper)

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